



• SPONSORSHIP OPPORTUNITIES •  
AN AMERICAN CANCER SOCIETY GALA

26<sup>th</sup> Anniversary  
**Lancaster  
Legacy Ball 2018**

September 29, 2018  
Lancaster Country Club



## *An Invitation to Sponsor...*

### 2018 Legacy Ball Committee

*Ted Gallagher  
Mike Oster*

*Theresa Borders*

*Mary Burton*

*Sam Dillman*

*AJ Eckman*

*John Erisman*

*Bill Furino*

*Carrie Galanis*

*Jen Greenberg*

*Joyce Herr*

*Chuck Honabach*

*Amie Howes*

*Amber Liptack*

*Lonnie March*

*Kim McNabb*

*Dave Murray*

*Rebecca Reidenbach*

*Heather Rineer*

*Melissa Rotay*

*Shirley Rozelle*

*Kim Shirker*

*Ann Swartzbaugh*

*Kayla Tufares*

*Tabitha Valleau*

*Ashley Young*

Dear Friend of the American Cancer Society,

The American Cancer Society is celebrating the **26<sup>th</sup> Anniversary of the Lancaster Legacy Ball on Saturday, September 29, 2018!** We invite you to join us for our annual gala at the Lancaster Country Club. This gala affair will include a cocktail hour, silent and live auctions, a gourmet dining experience, live music, and dancing.

In 2018, the Legacy Ball raised **\$200,000**; and in total over the past 25 years, the event has contributed well over **\$3 MILLION** to the mission of the American Cancer Society! We invite you to join us for this exciting and meaningful evening by committing to the gala as a corporate sponsor, hosting a table, and/or attending with your family and friends.

Your support of the Legacy Ball will fund critical patient services, research, education, and advocacy in the Lancaster community. Additionally, your participation will establish your company as a community leader, provide an ideal occasion to connect with other Lancaster County business professionals, and allow you to spend an enjoyable evening in a grand environment. Please consider the ways your contribution can make a difference in the lives of others.

**Enclosed is our full sponsorship package outlining the many opportunities to get involved with this rewarding event.** Support ranges from \$1,000—\$25,000, and includes exclusive named underwriting opportunities. Please consider these options as part of your commitment to the Lancaster County Community and your American Cancer Society.

Thank you in advance for your consideration. Inquiries, benefits, and agreements may also be coordinated with Rebecca Theriaque at the American Cancer Society, 404.329.5123., [Rebecca.Theriaque@cancer.org](mailto:Rebecca.Theriaque@cancer.org). Our sponsorship deadline is September 15, 2018. We hope to see you at the American Cancer Society's 26<sup>th</sup> Legacy Ball in September!

Sincerely,

*Your 2018 Legacy Ball Committee*



## A Year in the Life

Every day, your local American Cancer Society is saving lives.  
Here are some ways we make an impact each year.

### *Last year in Lancaster County...*

- **227** local patients and their families found help from the Society
- **85** women received a new free wig
- Lancaster volunteers drove **110** patients totaling **2,100** trips to get treatment.
- **42** women received help with coping with their appearance-related side effects of cancer treatment through Look Good Feel Better
- **78** individuals received an American Cancer Society Personal Health Manager to help them keep their cancer diagnosis related information organized and portable

### *Last year Nationally...*

**More than 1 million** requests received from people looking for information, help, and support via phone, email, and online chats

**316,200** rides provided to and from treatment

**50,265** cancer patients guided through the health care system by our trained patient navigators

**10,990** peer support services provided to breast cancer patients through our Reach to Recovery Program

**34,470** people received help managing the appearance-related side effects of treatment

**424,000** nights of free or reduced-rate lodging are provided to cancer patients and their families traveling away from home for treatment.

# Sponsorship Opportunities

## Presenting Sponsor

**\$25,000**

- Presenting level exclusivity with recognition as “American Cancer Society Legacy Ball Presented by...”
- Ongoing partnership as Presenting Sponsor through event year to be determined
- Opportunity to host a Stewardship Event on a mutually agreed-upon date
- VIP Seating for 20 guests
- Verbal recognition as Presenting Sponsor night of Legacy Ball by Emcee
- Inclusion of Presenting Sponsor on media releases and publicity, including recognition as 2018 Presenting Sponsor on Fox43 event advertisement
- Prominent logo and recognition as Presenting Sponsor on Legacy Ball save-the-date and invitation
- Prominent logo and recognition as Presenting Sponsor on event signage the night of the event
- Prominent logo and recognition as Presenting Sponsor on event website and Facebook page

## Legacy Sponsor

**\$20,000**

- VIP seating for 16 guests
- Verbal recognition as Legacy Sponsor by Emcee
- Logo inclusion in Fox43 event advertisement as well as name placement in other media releases
- Inclusion as sponsor via name placement on media releases
- Logo and recognition on Legacy Ball save-the-date and invitation
- Logo and recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

## Strength Sponsor

**\$15,000**

- VIP seating for 10 guests
- Verbal recognition as Strength Sponsor by Emcee
- Inclusion as sponsor via name placement on media releases
- Logo and recognition on save-the-date and invitation
- Logo and recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

## Hope Sponsor

**\$10,000**

- VIP seating for 8 guests
- Verbal recognition as Hope Sponsor by Emcee
- Inclusion as sponsor via name placement on media releases
- Logo and recognition on save-the-date and invitation
- Logo and recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

## Courage Sponsor

**\$6,000**

- Complimentary seating for 4 guests
- Verbal recognition as Courage Sponsor by Emcee
- Logo recognition on save-the-date and invitation
- Logo and recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

## Prevention Sponsor

**\$3,000**

- Complimentary seating for 2 guests
- Verbal recognition as Prevention Sponsor by Emcee
- Logo recognition on save-the-date and invitation
- Logo recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

# Underwriting Opportunities

## Tribute Book Sponsor \$15,000

- Complimentary seating for 8 guests
- Company logo on Tribute Books
- Logo recognition on save-the-date and invitation
- Verbal recognition night of the event
- Logo and recognition on event signage the night of the event
- Logo and recognition on event website and Facebook page

\*Tribute books will feature photos and messages in memory of those we have lost to cancer and in honor of those surviving. These keepsakes will go home with all guests

## Bidder Paddle Sponsor \$5,500

- Complimentary seating for 4 guests
- Text recognition on save-the-date and invitation
- Verbal recognition night of the event
- Company logo on bidder paddles

## Champagne & Hors D'Oeuvres Sponsor \$4,500

- Complimentary seating for 4 guests
- Text recognition on save-the-date and invitation
- Verbal recognition as the Champagne & Hors D'Oeuvres Sponsor
- Company logo on specialty cocktail napkins passed during the champagne hour

## Entertainment Sponsor \$4,000

- Complimentary seating for 4 guests
- Text recognition on save-the-date and invitation
- Verbal recognition as the Entertainment Sponsor
- Special signage displayed recognizing Entertainment Sponsor

## Red Wine Sponsor • White Wine Sponsor \$2,500

- Complimentary seating for 2 guests
- Verbal recognition as the Wine Sponsor
- Company logo on signage at guest tables

## Coat Check Sponsor • Corkage Sponsor Photo Sponsor • Registration Sponsor Valet Sponsor • Wine Activity Sponsor \$2,000

- Complimentary seating for 2 guests
- Verbal recognition night of the event
- Company logo on signage at designated area

## Giving Sponsor \$1,000

- Text signage night of the event

## Dedicate a Table for 8 \$3,500

- Dedicate a table in memory or honor of someone who has battled cancer. Opportunity for photo of loved one and message and dedicated by logo or name
- Opportunity for table to be decorated with loved one's cancer color
- Complimentary seating for 8 guests

## Dedicate a Table \$500

- Dedicate a table in memory or honor of someone who has battled cancer. Opportunity for photo of loved one and message and dedicated by logo or name
- Opportunity for table to be decorated with loved one's cancer color

### **ADDITIONAL UNDERWRITING OPPORTUNITIES ARE AVAILABLE**

**For more information, please contact [Rebecca.Theriaque@cancer.org](mailto:Rebecca.Theriaque@cancer.org), 404.329.5123.**

- *Please note that sponsorship intent form and logos must be received by May 30, 2018 to be included in the event save-the date and by June 30, 2018 for the event invitation.*
- *Sponsorship must be confirmed by September 15, 2018 for verbal recognition for day-of-event deliverables and signage*
- *Payment must be received by September 15, 2018.*
- *Guest names must be received by September 25, 2018*

The official registration and financial information of the American Cancer Society, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800.732.0999. Registration does not imply endorsement.

# Legacy Ball

Saturday, September 29, 2018

26<sup>th</sup> Anniversary

## SPONSORSHIP COMMITMENT

Sponsorship Deadline: September 15, 2018



Legacy Ball Sponsorship	Check X	LEVEL
Presenting Sponsor		\$25,000
Legacy Sponsor		\$20,000
Strength Sponsor		\$15,000
Hope Sponsor		\$10,000
Courage Sponsor		\$6,000
Prevention Sponsor		\$3,000
Giving Sponsor		\$1,000
<b>Underwriting Opportunities</b> (All underwriting is exclusive, please check one)		<b>LEVEL</b>
Tribute Book <input type="checkbox"/>		\$15,000
Bidder Paddle <input type="checkbox"/>		\$5,500
Champagne & Hors D'oeuvres Sponsor <input type="checkbox"/>		\$4,500
Entertainment Sponsor <input type="checkbox"/>		\$4,000
Graphic <input type="checkbox"/> Printing <input type="checkbox"/>		\$3,500
Red Wine <input type="checkbox"/> White Wine <input type="checkbox"/>		\$2,500
Coat Check <input type="checkbox"/> Corkage <input type="checkbox"/> Photo <input type="checkbox"/> Registration <input type="checkbox"/> Valet <input type="checkbox"/> Wine Activity <input type="checkbox"/>		\$2,000

Purchase additional seats to the Legacy Ball \_\_\_\_\_ @ \$200 each = \$ \_\_\_\_\_  
Dedicate a table for 8 \_\_\_\_\_ @ \$3,500 each = \$ \_\_\_\_\_  
Dedicate a table \_\_\_\_\_ @ \$500 each = \$ \_\_\_\_\_

Donor/Business name for program: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please check one:**

\_\_\_ Please invoice me at the information above

\_\_\_ I am enclosing a check for sponsorship. *Make checks payable:* American Cancer Society

\_\_\_ I am unable to sponsor at this time. Please accept my \$ \_\_\_\_\_ monetary donation.

**Signature of Responsible Party:** \_\_\_\_\_

**Return this form and advertisement logos to:** Rebecca.Theriaque@cancer.org, 404.329.5123.  
American Cancer Society, ATTN: Legacy Ball, 314 Good Drive, Lancaster, PA 17603

**SPONSORSHIP DEADLINES: SEPTEMBER 15 event signage**

**MAY 30: save the date recognition, JUNE 30: event invitation recognition**

**SEPTEMBER 25: guest names due**

Visit Us! [www.facebook.com/acslegacyball/](http://www.facebook.com/acslegacyball/)

[www.acslegacyball.org](http://www.acslegacyball.org)

[www.cancer.org](http://www.cancer.org)