



American Cancer Society's
35th Annual Night of Wine and Roses

THE
TIME
IS **NOW**



Founded in New York City in 1913, the American Cancer Society has led the fight against cancer for more than a century. With the spread of COVID-19, cancer patients are more vulnerable than ever. We need your support to keep vital patient resources and investment in cancer research available during this difficult time.

79% Of cancer patients in active treatment reported delays to their healthcare due to the COVID-19 pandemic.

46% of cancer patients said the pandemic impacted their ability to pay for care. Nearly a quarter (23%) worry they may lose their health insurance due to the pandemic.



In New Jersey, an estimated 53,340 new cancer cases will be diagnosed in 2020. With your help, the American Cancer Society can continue to serve patients with free programs and services – 24/7, 365-days a year, and continue to invest in cutting edge research programs.

PROVIDING DIRECTION cancer information, answer and hope. Available every minute of every day.



RESPONDED TO 63,000 CALLS

FROM INDIVIDUALS IN NEW JERSEY

Providing people with important cancer-related resources and answers.



PARTNERED WITH 36

HEALTH SYSTEMS & CLINICS IN NJ

Helping us reach patients & caregivers, and joining us in our mission to attack cancer from every angle.



1.9 MILLION PAGE VISITS

TO CANCER.ORG

By individuals in New Jersey looking for cancer info and news, and local program and services.

FUNDING BREAKTHROUGHS funding the best science to find answer that save lives.



\$4,760,500

INVESTED FOR RESEARCH IN NEW JERSEY IN 2019

funding studies to find the causes of and better treatments for cancer and to improve and save the lives of cancer patients.



8 GRANTS

HEALTH SYSTEMS & CLINICS IN NJ

Helping us reach patients & caregivers, and joining us in our mission to attack cancer from every angle.



FINDING LINKS

WORKING TO IDENTIFY AND ADDRESS CANCER DEATHS

caused by modifiable risk factors like excess weight, smoking, physical inactivity, and other factors.

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SPONSORSHIP OPPORTUNITIES

Directly support the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer. While the Society is known for their robust research program, they also support patients and their families who are currently battling cancer. The American Cancer Society provides free rides to treatment, free lodging near hospitals, and 365/24/7 support services and information. Your investment in the American Cancer Society means we're able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.

\$30,000 Exclusive Presenting Sponsor (Exclusive Opportunity)

- Company/Donor Name Incorporated into Event Artwork – i.e.
- 35th Annual Night of Wine and Roses Presented by [Company Name]
- Presenting Sponsor Recognition on all Promotional Materials, Media Releases and Invitations
- Presenting Sponsor Recognition on the Website and Social Media Accounts
- Exclusive Placement as the Centerfold advertisement in the Program Book (2 Full Pages/Color)
- One (1) Page Company Profile in the Program Book
- Multimedia Showcase (one minute)
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels

\$25,000 Legacy Sponsor

- Legacy Sponsor Recognition on all Promotional Materials and Invitations
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a 1:00 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- 2-page Rose ad spread in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Legacy Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$20,000 Fund the Future Sponsor

A 100-year mission to save lives is compromised. COVID-19 reduced our funding of cancer research by 50% in 2020. The lowest investment this century. At risk are more and better treatments and discoveries that will improve and save lives. Don't give cancer the advantage, fund the future.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :45 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$15,000 Rally for Research Sponsor

This donation could go towards funding an American Cancer Society research grant based on your area of interest. The Society is currently funding 750 grants to 200 research institutions and universities. The American Cancer Society has invested more than \$4.8 billion in research and has given grant funding support to 47 individuals who went on to win the Nobel Prize.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :45 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

SPONSORSHIP OPPORTUNITIES CONT.

\$12,000 Return to Screening Sponsor

Catching cancer early increases survival rates. ACS has helped deliver more than 915,000 low- or no-cost cancer screenings to those in need.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :30 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$10,000 Give to a Guest Sponsor

This donation could go towards providing 62 nights of free lodging at our NYC Hope Lodge.*
In 2019, the Society provided more than 5,500 nights of free or reduced lodging for New Jersey cancer patients.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :30 video to be shared during the virtual pre-show and on social media.
- Rose ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$8,000 Sponsor a Stay

This donation could go towards providing 41 nights of free lodging at our NYC Hope Lodge.*

Marketing Benefits

- Sponsor recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :20 video to be shared during the virtual pre-show and on social media.
- Gold page ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Accounts

\$5,000 Health Equity Sponsor

This donation will impact access to quality care through advocacy efforts that maintain or improve insurance coverage for all and increase minority population representation in clinical trials.

Marketing Benefits

- Sponsor recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :15 video to be shared during the virtual pre-show and on social media.
- Silver page ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Accounts

\$3,500 Patient Support Sponsor

This donation could go towards providing 87 round trips to treatment for local cancer patients through the American Cancer Society's Road to Recovery Program.

Marketing Benefits

- Sponsor recognition on select e-communication (5) which will be sent to 1000+ contacts.
- Opportunity to share the reason why they plan to support, along with a picture to be displayed during the virtual event.
- Full page ad in Digital Program Book (Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Account.

\$2,000 Mission Champion

Marketing Benefits

- Opportunity to share the reason why they support the American Cancer Society along with a picture to be displayed during the virtual event.
- Full page ad in Digital Program Book (Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Account.

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DIGITAL PROGRAM BOOK SPONSORSHIP OPPORTUNITIES

Please complete the below form and the sponsorship pledge form **by Friday, June 26th**. Our digital book will be viewed as a pdf, on our website, and broadcasted following the virtual event program.

* Centerfold:	\$5,000	* Full Page:	\$500
* Inside Front Cover:	\$3,500 SOLD	* Half Page:	\$300
* Back Cover:	\$3,000	* Quarter Page:	\$150
* Rose Page:	\$2,000	* Name Listed:	\$100
* Gold Page:	\$1,000	* In Memory Of:	\$50
* Silver Page:	\$750		

Page Sizes

Full Page: (8.5" x 11")

Half Page: (8.5" x 5.5")

Quarter Page: (4.25" x 5.5")

***Outside Back Cover, Inside Back Cover and Inside Front Cover are on a first-come, first-served basis.

Please provide all artwork, ad copy and messages, as you would like them to appear in the program book. Artwork should be sent electronically (via email) as a high-resolution PDF or JPEG file (no crop or bleed).

◇ I would like to repeat my ad from last year

◇ Typeset message printed below

Please email all artwork and materials to Keri Drako and mail all payments to the American Cancer Society:

Ms. Keri Drako, Senior Development Manager
American Cancer Society
2310 Route 34, Suite 1D, Manasquan, NJ 08736
(p): 732.292.4247 | (e): keri.drako@cancer.org
(w): www.wineandrosesgala.org

* Digital Program Book to be live streamed following our program. Digital Program book will also be featured on our website and emailed out to all event participants

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SPONSORSHIP & PROGRAM BOOK PLEDGE FORM

Sponsorships

◇ Presenting Sponsor	\$30,000	◇ Give to a Guest Sponsor	\$10,000
◇ Legacy Sponsor	\$25,000	◇ Sponsor a Stay	\$8,000
◇ Fund the Future Sponsor	\$20,000	◇ Return to Screening Sponsor	\$5,000
◇ Rally for Research Sponsor	\$15,000	◇ Patient Support Sponsor	\$3,500
◇ Return to Screening Sponsor	\$12,000	◇ Mission Champion	\$2,000

Digital Program Book

◇ Centerfold:	\$5,000	◇ Full Page:	\$500
◇ Inside Front Cover:	\$3,500	◇ Half Page:	\$300
◇ Back Cover:	\$3,000	◇ Quarter Page:	\$150
◇ Rose Page:	\$2,000	◇ Name Listed:	\$100
◇ Gold Page:	\$1,000	◇ In Memory Of:	\$50
◇ Silver Page:	\$750		

A check (made payable to the American Cancer Society) for \$_____ is enclosed.

I would like to pay with my (circle one) Amex / MC / Visa / Discover

Card# _____ Exp: _____ CVV: _____

Your Name: _____

Title: _____ Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Name as you would like to appear on signage

Signature: _____

Please send all forms and advertisements by **FRIDAY, JUNE 26th** to Keri Drako at
American Cancer Society, 2310 Route 34, Suite 1D, Manasquan, NJ 08736
(p): 732.292.4247 | (e): Keri.Drako@cancer.org.