



Red, White & Blue Party and Golf Outing

5th annual Red, White & Blue Party
August 25, 2022 | Bishops Bay Country Club

3rd annual Driving Out Cancer Golf Outing
September 19, 2022 | Hawk's Landing Golf Club

www.aboamadison.org





RED, WHITE & BLUE PARTY and GOLF OUTING

The American Cancer Society will be celebrating the 5th annual Red, White & Blue Party on Thursday, August 25, 2022 at Bishops Bay Country Club. This event will host professionals and philanthropic leaders of a diverse array of ages and industries as we spend the night furthering the mission of the American Cancer Society. Last year, the Red, White & Blue Party was able to raise over \$135,000 to help fund the mission of the American Cancer Society, including the Society's "Get Screened" initiative to encourage a return to screening during the pandemic!

The party will begin at 6:00pm with a gourmet barbecue, music, games and more. The night will also feature our Champion of Hope, an individual who is recognized for their courage, passion, and determination in the fight against cancer. This inspirational award shows the background and battle of our brave recipient, and how their story provides so much hope to those around them.

Along with the Red, White & Blue Party, this year's campaign also features the 3rd annual Driving Out Cancer Golf Outing on Monday, September 19th at Hawk's Landing Golf Club. Sponsors and participants will enjoy an incredible day of golf while raising funds for the American Cancer Society!

The Red, White & Blue Party and Driving Out Cancer Golf Outing is hosted by our Associate Board of Ambassadors (ABOA) with the help and mentorship of our Coaches vs. Cancer Wisconsin Board of Ambassadors. On behalf of our entire 2022 ABOA, we thank you for your consideration in supporting these important and life-saving events and look forward to seeing you! Please find enclosed detailed information on the various sponsorship and support opportunities. For more event details and information about the ABOA, please visit aboamadison.org.



ASSOCIATE BOARD OF AMBASSADORS

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American Cancer Society

Our mission is simple.

Save lives, celebrate lives, and lead the fight for a world without cancer.

Every action we take moves us one step closer to a world free from the pain and suffering of cancer. We do this by drawing on the values of humanity to encourage prevention, raise awareness, foster innovation, inspire generosity, deepen understanding and provide care.

ENCOURAGE PREVENTION

We encourage prevention by advocating for lifesaving changes, promoting early screening, and empowering others to make healthy lifestyle choices.

INSPIRE GENEROSITY

We inspire generosity by motivating communities to donate and mobilizing them to act.

RAISE AWARENESS

We are relentless in our efforts to raise awareness by honoring the people we've lost, supporting those in treatment, and celebrating the lives we've saved.

DEEPEN UNDERSTANDING

We deepen our understanding by listening to those in need of support, and guiding them to essential resources.

FOSTER INNOVATION

We foster innovation by pioneering scientists and conducting groundbreaking research.

PROVIDE CARE

We provide care for everyone affected by cancer by delivering crucial health information and vital patient service.



sponsorship opportunities



The success of this event is not possible without the generous contributions of corporate supporters each year, and that is why we ask you to consider joining us in becoming a sponsor. Your presence at the Red, White & Blue Party and Driving Out Cancer Golf Outing will make a positive statement to the entire state of Wisconsin and significantly highlight your commitment to the lifesaving work conducted by the American Cancer Society.

Presenting Sponsor \$10,000

Participant Benefits

- Eight (8) preferred seats at the Red White & Blue Party and two (2) twosomes for golf
OR
four (4) twosomes for golf (no RWB Party seats)
- Opportunity for a representative from your company to serve on the Associate Board of Ambassadors

Marketing Benefits

- Exclusive offer to be the presenting sponsor of the Red, White & Blue Party and Driving Out Cancer Golf Outing
- Opportunity for a representative from your company to speak at the Red, White & Blue Party
- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials:
 - Save the Date
 - Event Invitations
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

Hope Sponsor \$7,500

Participant Benefits

- Six (6) preferred seats at the Red White & Blue Party and two (2) twosomes for golf
OR
four (4) twosomes for golf (no RWB Party seats)
- Opportunity for a representative from your company to serve on the Associate Board of Ambassadors

Marketing Benefits

- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials:
 - Save the Date
 - Event Invitations
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

Red Sponsor \$5,000

Participant Benefits

- Four (4) preferred seats at the Red White & Blue Party and two (2) twosomes for golf
OR
three (3) twosomes for golf (no RWB Party seats)
- Opportunity for a representative from your company to serve on the Associate Board of Ambassadors

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials:
 - Save the Date
 - Event Invitations
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

sponsorship opportunities



White Sponsor \$3,000

Participant Benefits

- Four (4) preferred seats at the Red White & Blue Party and one (1) twosome for golf
OR
two (2) twosomes for golf (no RWB Party seats)
- Opportunity for a representative from your company to serve on the Associate Board of Ambassadors

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials:
 - Event Invitations
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

Blue Sponsor \$1,000

Participant Benefits

- Four (4) preferred seats at the Red White & Blue Party
OR
one (1) twosome for golf (no RWB Party seats)

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials:
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

Star Sponsor \$500

Participant Benefits

- Two (2) preferred seats at the Red White & Blue Party

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials:
 - Event Programs
 - Event Emails
- Corporate logo displayed on the Red, White & Blue Party website
- Advertisement in event program
- Corporate logo displayed on welcome signage and hole sign at golf outing

Exclusive Sponsorship Opportunities

These sponsors will receive logo/name recognition on the event invitations, event signage, event program, and on the Red, White & Blue Party website.

Beverage Cart & Bar Sponsor – \$5,000

- Four (4) preferred seats at the Red, White & Blue Party and one (1) twosome for golf
- Corporate logo displayed at all alcohol stations and the beverage cart

Mobile Bidding Sponsor – \$2,500

- Two (2) preferred seats at the Red, White & Blue Party and one (1) twosome for golf
- Corporate logo displayed on auction website and displayed on every mobile device used for auction during event

Food Stations Sponsor – \$2,500

- Two (2) preferred seats at the Red, White & Blue Party and one (1) twosome for golf
- Corporate logo displayed on each gourmet BBQ food station at the Red, White & Blue Party

Decor & Centerpieces – \$2,000

- Two (2) preferred seats at the Red, White & Blue Party and one (1) twosome for golf
- Corporate logo displayed at registration and on VIP reserved tables at the Red, White & Blue Party

Red, White & Blue Party and Golf Outing Sponsorship Form

Corporate sponsorship of the American Cancer Society Red, White & Blue Party and Driving Out Cancer Golf Outing presents a unique opportunity to reach a wide cross-section of people who are active in the community while contributing to the fight against cancer. Through sponsorship of these events, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and research, and inspire generosity until a cure is found.

Sponsorship Opportunities

- | | | | |
|-------------------------------------|----------|--------------------------------|---------|
| <input type="checkbox"/> Presenting | \$10,000 | <input type="checkbox"/> White | \$3,000 |
| <input type="checkbox"/> Hope | \$7,500 | <input type="checkbox"/> Blue | \$1,000 |
| <input type="checkbox"/> Red | \$5,000 | <input type="checkbox"/> Star | \$500 |

Exclusive Sponsorship Opportunities

- | | | | |
|---|---------|--|---------|
| <input type="checkbox"/> Bar & Beverage | \$5,000 | <input type="checkbox"/> Food Station | \$2,500 |
| <input type="checkbox"/> Mobile Bidding | \$2,500 | <input type="checkbox"/> Decor/Centerpiece | \$2,000 |

We will fulfill this commitment by:

- Check, payable to American Cancer Society Credit Card Invoice

Individual / Company Name: _____

Contact Name: _____ Contact email: _____

- We give permission to ACS to use our name as a sponsor in the event program, media relations and promotions.

Please email this form to: Emily Rucka - emily.rucka@cancer.org - 608.716.4627

NOTE ADDRESS CHANGE: P.O. Box 902 Pewaukee, WI 53072

