

SPONSORSHIP OPPORTUNITIES

COACHES VS. CANCER

*Wisconsin Gala*

Friday, June 21st, 2024

MONONA TERRACE ROOFTOP


*& Golf Outing*

Monday, June 24th, 2024

MAPLE BLUFF COUNTRY CLUB

 @ Coaches vs. Cancer

 @ CvCWI

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



# COACHES VS. CANCER

## *Wisconsin Gala & Golf Outing*

Welcome to the 17th annual Coaches vs. Cancer Wisconsin Gala! We are excited to have you join us for a beautiful evening on the rooftop of the Monona Terrace on Friday, June 21, 2024. The gala will bring together prominent individuals from Wisconsin's business and philanthropic community and will feature live and silent auctions, honorary tributes, and appearances from Coach Bo Ryan and other coaches across the state. In addition to this year's gala, the Board of Ambassadors is excited to again present the 4th annual Coaches vs. Cancer Wisconsin Golf Outing to be hosted at Maple Bluff Country Club on Monday, June 24, 2024. Sponsors and participants will enjoy an incredible day of golf while raising funds to help the American Cancer Society save lives.

For over 110 years, the American Cancer Society has been leading the fight for a world without cancer. Our mission remains strong as 1 in 3 people will face a cancer diagnosis in their lifetime. Cancer mortality has declined in recent decades in part due to progress in cancer screening technologies, awareness, research and the general populations improved uptake in screening services. We need your support to continue this progress and keep the momentum going.

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches and communities nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, Coaches vs. Cancer programs have raised over \$155 million for the American Cancer Society. Over the past sixteen years, Coaches vs. Cancer Wisconsin has raised more than \$10.8 million and remains the largest Coaches vs. Cancer program in the country! ACS is currently funding over \$5.34 million in cancer research right here at home at the University of Wisconsin - Madison!

Please find enclosed detailed information on the various sponsorship and support opportunities. On behalf of our 2024 Board of Ambassadors Chair, Jim Gowan, and the entire Coaches vs. Cancer Wisconsin Board, we thank you for your consideration in supporting this important and life-saving event. Together with our community partners and coaches, we save lives. Now more than ever, we need and appreciate your support in one of the greatest causes of our time.

## 2024 BOARD OF AMBASSADORS

**JIM GOWAN**, Chair | Gowan Sales & Distribution Consulting  
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# OUR MISSION

Our mission is simple.

Every cancer. Every life. We are a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

## Research

The American Cancer Society is the largest private, nonprofit funder of cancer research in the United States. Our researchers and scientists have been part of almost every major cancer discovery.

## Addressing Health Disparities

The American Cancer Society believes that everyone deserves a fair and just opportunity to benefit from progress made in the fight against cancer. We are deepening our understanding of the social determinants of cancer in our community and collaborating with community organizations to impact health disparities.

## Influencing Policy through Advocacy

We are activists, urging lawmakers to make cancer a top priority through our advocacy affiliate ACS CAN.

## #1 Trusted Source of Cancer Information

Empowering and guiding people with a 24/7 helpline, live chat at cancer.org, and Patient Navigator Program, providing answers and support to patients, caregivers, and health professionals throughout the cancer journey. This includes multilingual information and culturally sensitive information

## Prevention & Early Detection

Cancer screening remains a public health priority. We work with community partners to educate on prevention and early detection measures. Together we work towards reducing cancer mortality by finding cancer early when it is most treatable.

## Partnering with our Community

We mobilize communities through building partnerships with volunteers and the business community to have the greatest reach and impact the most people possible.

# SPONSORSHIP OPPORTUNITIES

## *Title Sponsor - \$50,000*

THIS IS OUR PREMIER SPONSORSHIP LEVEL WITH THE HIGHEST VISIBILITY. YOUR COMPANY LOGO WILL APPEAR WITH THE COACHES VS. CANCER LOGO THROUGHOUT 2024, AND YOU WILL BE OUR TOP LEVEL SPONSOR, RECOGNIZED IN SOUTH CENTRAL WISCONSIN, AND THROUGHOUT THE ENTIRE STATE.

### **Choice of Sponsored Event Element -**

Bar Sponsor | Gala Party Favor | Mobile Bidding | Shaded Lounge  
Wall of Champions | Branded Swag | Signature Cocktail | Social Media Wall

### **Participant Benefits**

- 3 tables at the gala and 2 foursomes of golf
- 12 invitations to Taste of Hope event - date TBD.
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors or Associate Board of Ambassadors

### **Marketing Benefits**

- Exclusive offer to be the presenting sponsor of the Coaches vs. Cancer WI Gala & Golf Outing
- Opportunity for a representative from your company to speak at the Coaches vs. Cancer WI Gala
- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials :
  - Presenting Sponsor Announcement
  - Save the Date
  - Event Invitations
  - Event Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Opportunity to distribute a promotional item with your company logo at the golf outing via player gifts
- Two page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions

# SPONSORSHIP OPPORTUNITIES

## *Champion Sponsor - \$25,000*

### **Choice of Sponsored Event Element -**

Mobile Bidding | Shaded Lounge | Gala Party Favor  
Wall of Champions | Social Media Wall

### **Participant Benefits**

- 2 tables at the gala and 2 foursomes of golf
- 10 invitations to Taste of Hope event - date TBD.
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors or Associate Board of Ambassadors

### **Marketing Benefits**

- Recognition as a major sponsor of the Coaches vs. Cancer WI Gala & Golf Outing
- 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 Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Two page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions

# SPONSORSHIP OPPORTUNITIES

## *Final Four Sponsor - \$15,000*

### **Choice of Sponsored Event Element -**

Gala Party Favor | Photo Booth |  
Revenue Enhancer | Branded Decor | Entry Wristband

### **Participant Benefits**

- 1 table at the gala and 2 foursomes of golf
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors or 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 :
  - Event Invitations
  - Event Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- One page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions

## *Elite Eight Sponsor - \$10,000*

### **Choice of Sponsored Event Element -**

Photo Booth | Revenue Enhancer | Entry Wristband

### **Participant Benefits**

- 1 table at the gala and 1 foursome of golf
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors or Associate Board of Ambassadors

### **Marketing Benefits**

- Corporate logo displayed on ALL event marketing materials :
  - Event Invitations
  - Event Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- One page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions



# SPONSORSHIP OPPORTUNITIES

## *Sweet Sixteen Sponsor - \$7,500*

### **Participant Benefits**

- 4 preferred seats at the gala and 1 foursome of golf

### **Marketing Benefits**

- Corporate logo displayed on ALL event marketing materials :
  - Event Invitations
  - Event Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- 1/2 page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions

## *Tournament Sponsor - \$5,000*

### **Participant Benefits**

- 4 preferred seats at the gala

### **Marketing Benefits**

- Corporate logo displayed on ALL event marketing materials :
  - Event Invitations
  - Event Program
  - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- 1/2 page ad in event program
- Corporate logo prominently displayed on welcome signage and hole signs at golf outing
- Nomination on Wall of Champions

# WALL OF CHAMPIONS

Paying tribute to those who are presently conquering cancer and honoring the memory of those who are no longer with us.



As a sponsor, you have the opportunity to nominate an extraordinary individual who may currently be battling or honor the memory of someone who is no longer with us as a Champion on our wall at the 17th Annual Coaches vs. Cancer Wisconsin Gala.

Who is a 'Champion' in your life? Maybe it's a mother, a father, a teacher or coach. Perhaps someone who has taught you wisdom and knowledge, or shown you strength and courage. While each of our Champions have different characteristics, they have one thing in common, their competitor - cancer.

## WALL OF CHAMPIONS NOMINATION FORM

Please check one:

- Nomination is part of my committed sponsorship (Cost to you: \$0)
  - Every sponsor receives one complimentary nomination as part of their benefits package
- Additional Wall of Champions Nomination (Cost to you: \$250)
- Non-Sponsor Nomination (Cost to you: \$250)
  - Please include check or alternate payment option for nomination with this form

[Wall of Champions  
Nomination  
Form Link](#)



Nominee Name : \_\_\_\_\_

Check if you are nominating In Honor of (someone currently battling/survivor) or In Memory of (someone who you have lost to cancer) :

- In Honor of
- In Memory of

Nominated By (first and last name - OR - Company/Sponsor name): \_\_\_\_\_

Email address for point of contact to gather pictures for Wall of Champions: \_\_\_\_\_

**Please email or scan form and send to [lacey.ourourke@cancer.org](mailto:lacey.ourourke@cancer.org) or follow the link/QR code above!**

*An American Cancer Society staff member will contact you once your submission is received to acquire all necessary information for your nomination.*



# COACHES VS. CANCER

## Wisconsin Gala & Golf Outing

# AGREEMENT FORM

Corporate sponsorship of the American Cancer Society Coaches vs. Cancer Wisconsin Gala 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 Coaches vs. Cancer Wisconsin, 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.

If you would like to complete our Sponsorship, Wall of Champions and/or Auction Donation forms online, please follow the links below:

[CVC Wisconsin Sponsorship Commitment Link](#)



[Wall of Champions Nomination Form Link](#)



[CVC Wisconsin Auction Donation Form Link](#)



### Premier Sponsorship Opportunities

<input type="checkbox"/> Hall of Fame	\$50,000	<input type="checkbox"/> Sweet Sixteen	\$7,500
<input type="checkbox"/> Champion	\$25,000	<input type="checkbox"/> Tournament	\$5,000
<input type="checkbox"/> Final Four	\$15,000		
<input type="checkbox"/> Elite Eight	\$10,000		

### Wall of Champions Nomination

Additional Wall of Champions Nomination\*  \$250

\*each sponsor receives one nomination with sponsorship

\*please send the completed Wall of Champions Nomination Form

### We will fulfill this commitment by:

Check, payable to American Cancer Society  Credit Card  Invoice

Individual / Company Name \_\_\_\_\_

\*This listing will appear in printed materials

Contact Name \_\_\_\_\_ Address \_\_\_\_\_

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

Logo / Artwork Contact \_\_\_\_\_

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

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

Coaches vs. Cancer Wisconsin Supporter Signature: \_\_\_\_\_

### Please email or scan signed form to:

Lacey O'Rourke | [lacey.orourke@cancer.org](mailto:lacey.orourke@cancer.org) | [coachesvscancerwisconsin.org](http://coachesvscancerwisconsin.org)

We will send you an invoice with the option to pay by credit card or check

An American Cancer Society staff member will contact you once this form is received to acquire guest names.



# *Thank You for your Support!*

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## **Event Contact:**

**Lacey O'Rourke**

Senior Development Manager

[lacey.orourke@cancer.org](mailto:lacey.orourke@cancer.org)

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