

Dear Community Leaders,

On behalf of the American Cancer Society, we extend an invitation for you to become a distinguished partner for the 2021 Black & White Gala "Bow-Tie Experience" hosted on Saturday, August 21, 2021.

Though so many things are continuing to change in today's world, the need to fight cancer has not stopped, nor has the need to share stories of hope in communities like Acadiana. And just as many businesses, organizations and individuals have adapted to new norms and embraced unique opportunities throughout the COVID-19 pandemic, the American Cancer Society is focused on carrying out fundraising initiatives with the safety of our supporters and honorees top of mind.

While 2020 presented many challenges, including the hosting of the first-ever "Bow-Tie Experience" digital event in place of our traditional, in-person gala - our efforts proved to be a success. Raising more than \$99,000 via the "Bow-Tie Experience" - the Acadiana community united through the fight to end cancer. Included in this packet you'll find details around opportunities for the community to engage in the August 21st celebration, as well as opportunities to partner as sponsors with the American Cancer Society in 2021.

We are making remarkable progress to help save more lives from cancer every day. In fact, the cancer death rate has declined by 31% since 1991 in the United States. That is real progress. In addition to lifesaving research, the Society provides over 25,000 services to patients and families from Louisiana each year. Within the past year, the American Cancer Society awarded over \$10,300 in local transportation grants to cancer centers in the Acadiana area to assist cancer patients with access to care.

We hope you'll join us in 2021 by investing in our lifesaving mission. You will be sure to find that community members will notice and appreciate your commitment to a cause that impacts us all. Together, we will save more lives, celebrate lives, and lead the fight for a world without cancer.

Sincerely,

*The American Cancer Society Executive Leadership Council*

Dr. Shaunda Grisby, Chair

Ochsner Lafayette General

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Tides Medical

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Alyssa Collevichio

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Angelle Adams | United Way of Acadiana

Andrew Bellard | Home Care Associates

Corey Chapman | Acadian Companies

Aimee Cotter | Schools of the Sacred Heart

Tracy Delhomme | Our Lady of Lourdes Regional Medical Center

Dr. Dee Garrett | Our Lady of Lourdes Women's and Children's

Beth Hamilton | OncoLogics

Billy Hobbs | BWPR

Craig Ortego | Ochsner Lafayette General

Mary Pham | Amedisys

Casey White | Cajundome

# ABOUT THE EVENT

Celebrate the American Cancer Society's 11 years of fighting cancer and researching for a cure through the Black & White Gala "Bow-Tie Experience". Join the Acadiana community at this formal event of glitz, glamour and entertainment that has become the talk of the town!

Whether you're at home in your gowns and tuxes or busting a move out on the dancefloor at a venue - however we'll be able to celebrate this year, we'll do so with a common cause in mind - attacking cancer from all angles.

Each year, the Black & White Gala "Bow-Tie Experience" honors 12 outstanding individuals in the community as **Spirit of Hope Honorees**. These honorees are nominated by their peers and include cancer survivors, caregivers, healthcare professionals and individuals who have had a significant impact on the Acadiana and cancer communities:

**Joel Bacque | Louise Batiste | Jenny Bellard | John Bienvenu  
Eric Buller | Amy Chauvin | Dana McBride | Kylie Meche  
Drs. Philippe & Emily Prouet | Dr. Tony Quinn | Dr. Jonathan Thompson**

The evening also features an online silent auction with mobile bidding and Fund the Mission call to action fundraising. Fund the Mission is an opportunity to directly allocate funds to access to care via transportation assistance in Louisiana or general cancer research. Each Fund the Mission donation is 100% tax deductible.

*\*While we are excited for the opportunity to host an in-person celebration for the 2021 Black & White Gala "Bow-Tie Experience", we know this will only be possible depending on the CDC, federal and local guidelines as we approach the event date. Should we have the opportunity to do so in person, certain sponsorship opportunities will include the added bonus of reserved guest reservations as noted within each level.*

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## DATES & DEADLINES FOR PARTNERSHIP OPPORTUNITIES

- **Exclusive Opportunities:** Any partnership opportunities that include exclusive amenities are first come first serve. Once a donor commits to a specific opportunity, that level is considered "sold out."
- **Organization/Company Logo:** High-res jpg or png format, as soon as possible.
- **Program Art Work:** For any amenities that include branding opportunities for the event program, the deadline will be August 1st to ensure appropriate branding is delivered.
- **Personalized Video Messages:** For any amenities that include personalized video message opportunities via ACS social media platforms or the potential live broadcast, videos must be received by August 1st.

# PARTNERSHIP OPPORTUNITIES

## PRESENTING SPONSOR (1 AVAILABLE) - \$25,000

- Donor branded as "Presented By" on all related promotional materials
- Full page ad in digital event program
- Opportunity to provide 1-minute pre-recorded introduction video segment on event night
- Logo prominently placed on all related promotional materials
- Sponsor gift basket
- Opportunity to provide 30-second co-branded video message to be featured during event night experience
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- 24 guest reservations (3 full tables) with premier seating\*

## PLATINUM SPONSOR (1 AVAILABLE) - \$15,000

- Donor branded as "Mobile Bidding Sponsor" on all related promotional materials
- Full page ad in digital event program
- Logo prominently placed on all related promotional materials
- Logo branded on mobile bidding app and website for silent auction
- Sponsor gift basket
- Opportunity to provide 30-second co-branded video message to be featured during event night experience
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- 16 guest reservations (2 full tables) with premier seating\*

## DIAMOND SPONSOR (SOLD OUT) - \$10,000

- Full page ad in event program
- Logo prominently placed on all related promotional materials
- Sponsor gift basket
- Opportunity to provide 30-second co-branded video message to be featured during event night experience
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- Opportunity to select 1 of the 4 following exclusive amenities:
  - **Fund the Mission:** Opportunity to lead "Fund the Mission" initiative on event night **SOLD - Tides Medical**
  - **Production:** **SOLD - BWPR**
  - **VIP Party:** Official host VIP Party, including opportunity to provide intro video during event/live broadcast **SOLD - Bridgeway Healthcare & Hospice**
  - **Sponsor Gift Bags:** Provide donor branded gift bags to be used for sponsor + honoree gifts **SOLD - Our Lady of Lourdes Regional Medical Center**
- 16 guest reservations (2 full tables) with premier seating\*

## GOLD SPONSOR - \$7,500

- Full page ad in event program
- Logo prominently placed on all related promotional materials
- Sponsor gift basket
- Opportunity to provide 30-second co-branded video message to be featured during event night experience
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- 8 guest reservations (1 full table)\*



# PARTNERSHIP OPPORTUNITIES

## SILVER SPONSOR - \$5,000

- Half page ad in event program
- Logo on all related promotional materials
- Sponsor gift basket
- Opportunity to provide co-branded video message to be featured on ACS social media platforms prior to event
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- 8 guest reservations (1 full table)\*

## BRONZE SPONSOR - \$3,500

*Due to limited capacity and adherence to social distancing measures, this sponsorship will not be available for commitment + purchase until July 1, 2021.*

- Quarter page ad in event program
- Logo on all related promotional materials
- Sponsor gift basket
- Opportunity to provide co-branded video message to be featured on ACS social media platforms prior to event
- Opportunity to provide donor branded gift item to be included in sponsor gift basket
- Opportunity for an employee to serve as 2021 Real Men Wear Pink of Acadiana candidate
- 8 guest reservations (1 full table)\*

## FRIENDS OF ACS - \$1,500

- Name listing on event website, social media and event program
- Opportunity to provide donor branded gift item to be included in sponsor gift basket

## FUND THE MISSION DONOR

- **Pledge any amount:** Donors are encouraged to pledge at the amount of their choice that is allocated 100% to programs + services provided by the American Cancer Society, such as direct transportation assistance for patients receiving treatment in Louisiana, general cancer research or pediatric cancer research. As there are no sponsorship amenities provided for "Fund the Mission" donations, it is 100% tax deductible.
- **Pledge a minimum of \$1,000:** Pledge a minimum of \$1,000 by August 16th and be verbally recognized during the "Fund the Mission" segment of the live event/broadcast.
- **Commit by August 16th:** Any donors who commit to "Fund the Mission" by August 16th will be listed in the event program.

## DIGITAL FUNDRAISING

- Groups and individuals can participate in digital fundraising for the American Cancer Society, which will directly support the 2021 "Bow-Tie Experience" Black & White Gala in Acadiana.
- Utilizing the Facebook fundraising feature and the ACS FUNdraising App - additional and much needed dollars can be raised.
- During the live event/broadcast and via social media, all fundraising groups and individuals will be recognized for their efforts.
- To learn more, visit [www.ACSEngage.org/BlackAndWhiteGala](http://www.ACSEngage.org/BlackAndWhiteGala)

# SPONSORSHIP COMMITMENT

Partnership opportunities are available on a first come, first served basis.

The first donor to formally commit to each level will receive the specific amenities offered.

To formally secure your commitment, please send this form to [Alyssa.Collevecchio@cancer.org](mailto:Alyssa.Collevecchio@cancer.org) | 908.328.3470

A link for payment will be sent to you for online payments. If a check should be processed, please include a copy of this completed form to the address below.

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

Business Name: \_\_\_\_\_

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

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

How would you like to be listed in our publications?

\_\_\_\_\_

## PLEASE SELECT ONE:

Presenting Sponsor \$25,000 (1 AVAILABLE) \_\_\_\_\_ Gold Sponsor \$7,500 \_\_\_\_\_

Platinum Sponsor \$15,000 (1 AVAILABLE) \_\_\_\_\_ Silver Sponsor \$5,000 \_\_\_\_\_

Diamond Sponsor \$10,000 (SOLD OUT) \_\_\_\_\_ Bronze Sponsor \$3,500 \_\_\_\_\_

Friends of ACS \$1,500 \_\_\_\_\_

Fund the Mission Contribution: \$ \_\_\_\_\_

In honor of: \_\_\_\_\_ In memory of: \_\_\_\_\_

\_\_\_\_\_ Community Transportation Grant Program \_\_\_\_\_ General Cancer Research \_\_\_\_\_ Pediatric Research

## PAYMENT:

Check enclosed (Made payable to ACS) \_\_\_\_\_ Please invoice me for payment \_\_\_\_\_

(Please include code - Black & White Gala YX4LCY on memo line)

\_\_\_\_\_

Credit Card Number

\_\_\_\_\_

Expiration Date

*Thank you for your support!*

The American Cancer Society is a registered 501(c)(3) | Tax-ID 13-1788491 | For office use only: Society Key YX4LCY

For more information or to confirm your partnership:

[Alyssa.Collevecchio@cancer.org](mailto:Alyssa.Collevecchio@cancer.org) | 908.328.3470 | American Cancer Society

Attn: Black & White Gala SK# YX4LCY

3380 Chastain Meadows Parkway, NW Suite 200

Kennesaw, GA 30144

Commitments must be confirmed by August 16, 2021 for event program.

Review of ACS policies, visit:

<https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html>