



white out
CANCER
A UNITED NIGHT OF HOPE

White Out Cancer Gala

August 14, 2021

- 2021 Partnership Opportunities -



Your investment can help save lives.



Dear Community Leaders,

On behalf of the American Cancer Society, we extend an invitation for you to become a distinguished partner for the 2021 White Out Cancer Experience.

Though so many things have changed in our world today, the need to fight cancer has not stopped, nor has the need to share stories of *hope* in communities like Northwest Louisiana. 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 initiatives with the safety of our supporters as our priority.

None of us are quite sure what state and national COVID regulations will look like in 2021, but we are committed to standing in the fight against cancer, whether that be in the virtual, hybrid, or in-person space. Last year, we had great success in the virtual space raising over \$83,000. The support of donors just like you and your company are the reason that we had such great success.

We are making remarkable progress to help save more lives from cancer every day. In fact, the cancer death rate has declined by 29 percent 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 area each year. **Within the past year, the American Cancer Society awarded over \$50,000 in local transportation grants to cancer centers in the Northwest Louisiana 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 lives, celebrate lives, and lead the fight for a world without cancer.

Sincerely,

The American Cancer Society Executive Leadership Council

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Helen Orgin, Preferred Lending Solutions
Suzannah Crump, Studio P-3
Jenny Booras, First Baptist Church Shreveport School
Juanita Rodriguez, Blue Cross Blue Shield of Louisiana
Dr. Glenn Mills, Ochsner LSU Health
Krista Gaston

About the White Out Cancer Gala

August 14



The White Out Cancer Experience: will take place on Saturday, August 14. Though we cannot predict what will happen during 2021 with the current state of the pandemic, we are continuing to move forward with planning a unique gala experience that will follow state and nationwide COVID regulations and guidelines.

Live Broadcast: While the time of the “at home” events taking place are completely up to each host, we will be featuring a live broadcast from 7 – 8 p.m. the night of the celebration. This broadcast will be streamed through the “White Out Cancer” Facebook page, event website, and via YouTube. Anyone can tune in via these outlets. And if you have a “smart TV” – you can log in through YouTube to watch the broadcast with all of your friends to create a “watch party” feel. The broadcast will be professionally produced by our friends at Fairfield Studios.

“Champion of Hope” Honorees: In addition to the “White Out Cancer” festivities, we spotlight community leaders as “Champion of Hope” Honorees through the event who were nominated and selected each year. As our honoree stories are the traditional focus of the event night presentation, videos of each honoree will be produced in advanced and shared during the White Out Cancer Experience.

The 2021 honorees include:

2021 Fund the Mission Honoree:

Hayden Heaberlin, Pediatric Cancer Survivor

Dr. Chris Sockrider, Breast Cancer Specialist

Amanda Tamaccio, Self Employed

Dr. Richard Mansour, LSU Health | Ochsner LSU Health

Gus Hamdan, CHRISTUS Health Shreveport

Melody Scott, Beautiful Body and More

Dr. Julie Cupp, Willis Knighton Cancer Center

Sharon Ramin, David Raines Community Health

Ashley Warner, Louisiana Boardwalk

Dr. Tamna Wangjam, LSU Health | Ochsner LSU Health

Tina Oliver, Holmes Auto Group

Dates and Deadlines for partnership opportunities:

Exclusive Opportunities: While we are excited for the opportunity to host an in-person celebration for the 2021 event, 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 meet in person, certain sponsorship opportunities will include the added bonus of reserved guest reservations as noted within each level.

Print date for Event Night Programs: For any amenities that include branding opportunities for the event night souvenir program, the deadline will be July 15 to ensure appropriate branding is delivered.

Personalized video messages: For any amenities that include personalized video message opportunities during the event, videos must be received by July 15.

White Out Cancer Partnership Opportunities

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\$15,000 Presenting Sponsor (Available Opportunities: 1)

- Donor branded as “Presented By” on all promotional materials associated with the event
- Logo branded on the digital fundraising thermometer during the live broadcast
- Opportunity to provide 1-minute pre-recorded introduction video segment for the “Champion of Hope” Honoree video for the live broadcast
- Full page ad in event night souvenir program provided to 150+ “event night guests”
- Logo prominently placed on event website, social media and event night souvenir program
- Opportunity to provide cobranded video message to be featured on ACS social media outlets during event
- Opportunity to provide branded gift item to be included in 150+ “event night guest” bags on August 14

Bonus: *The White Out Cancer Gala leadership is working toward having an in-person event with limited seating for 150 people. This sponsorship level will come with 3 tables of 8 seats.*

\$10,000 Platinum Sponsor (Available Opportunities: 2)

- Full page ad in event night souvenir program provided to 150+ “event night guests”
- Logo prominently placed on event website, social media and event night souvenir program
- Opportunity to provide cobranded video message to be featured on ACS social media outlets during event
- Opportunity to provide branded gift item to be included in 150+ “event night guest” bags on August 14
- Opportunity to select 1 of the 2 following exclusive amenities:
 - **Mobile Bidding:** logo branded on mobile bidding app for all event night viewers
 - **Guest Bags:** opportunity to provide donor branded gift bags for 150+ “guests”

Bonus: *The White Out Cancer Gala leadership is working toward having an in-person event with limited seating for 150 people. This sponsorship level will come with 2 tables of 8 seats.*

\$7,500 Gold Sponsor (Available Opportunities: 1)

- Logo exclusively branded on “**Petals of Hope**” campaign
- Full page ad in event night souvenir program provided to 150+ “event night guests”
- Logo prominently placed on event website, social media and event night souvenir program
- Opportunity to provide cobranded video message to be featured on ACS social media outlets during event
- Opportunity to provide branded gift item to be included in 150+ “event night guest” bags on August 14

Bonus: *The White Out Cancer Gala leadership is working toward having an in-person event with limited seating for 150 people. This sponsorship level will come with 1 table of 8 seats.*

\$5,000 Silver Sponsor (Available Opportunities: 3)

- Full page ad in event night souvenir program provided to 150+ “event night guests”
- Logo prominently placed on event website, social media and event night souvenir program
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 150+ “event night guest” bags on August 14

Bonus: *The White Out Cancer Gala leadership is working toward having an in-person event with limited seating for 150 people. This sponsorship level will come with 1 table of 8 seats.*

\$2500 Bronze Sponsor (Available Opportunities: 5)

- Logo placed on event website, social media and event night souvenir program provided to 150+ “event night guests”
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event

Bonus: The White Out Cancer Gala leadership is working toward having an in-person event with limited seating for 150 people. This sponsorship level will come with 1 table of 8 seats. Depending on COVID restrictions there may be more tables available.

\$1000 Friends of ACS Sponsor:

- Name placed on event website, social media and event night souvenir program provided to 150+ “guests”

Become a Fund the Mission Donor

Pledge any amount: Donors are encouraged to pledge at the amount of their choice that is allocated 100% to programs and services provided by the American Cancer Society, such as direct transportation assistance for patients receiving treatment in Louisiana, or cancer research. As there are no sponsorship amenities provided for “Fund the Mission” donations, it is 100% tax deductible.

Pledge a minimum of \$2500: Any donor who pledges a minimum of \$2,500 toward the “Fund the Mission” initiative by July 15 will be offered the opportunity for a 30 second feature in the event night "Fund the Mission" video.

Commit your contribution by July 31: Any donors who commit to “Fund the Mission” by July 31 will also be featured in the event night souvenir programs distributed to 150+ event night “guests.”

Fundraise for the American Cancer Society:

Groups and individuals can participate in digital fundraising for the American Cancer Society, which will directly support the 2021 “White Out Cancer” initiative in NWLA. During the live broadcast and via social media, all fundraising groups and individuals will be recognized for their efforts.

To sign up, or learn more, visit Main.ACSevents.org/WhiteOutCancerGala

Dedicate “Petals of Hope” in honor or in memory of your loved ones:

Dedicating “Petals of Hope” is an opportunity to honor or remember loved ones in the fight against cancer through the White Out Cancer Celebration: *“A United Night of Hope.”*

Single white roses are available for a \$25 donation, and bouquets of white, summer flowers are available for a \$50 donation. All dedications and donations can be made via the WhiteOutCancerGala.org website by clicking on **“Petals of Hope.”** This is a great opportunity to make honorees and participants feel extra special the night of the celebration!

White Out Cancer Gala 2021 American Cancer Society Partnership Commitment Form



Partnership opportunities are available on a first come first serve basis. The first donor to formally commit to each level will receive the specific amenities offered. For the gala event, preferred seating will also be first come first served. Tables will be arranged in order of which donors committed to their partnerships.

To formally secure your commitment, please send this form to: Ro.Morvant@cancer.org | 318.564.3016
A link for payment will then 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.

White Out Cancer Partnership \$ _____ Amenity: _____

Fund the Mission Contribution \$ _____

Total Partnership Commitment \$ _____

For Fund the Mission contributions, please select the area you would like your funds allocated toward:

Local Transportation Grants _____ Cancer Research _____ Pediatric Cancer Research _____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ St. _____ Zip: _____

Email: _____ Phone: _____

Company name as you wished to be recognized:

My payment is enclosed _____ Please invoice me for payment _____

Credit Card # _____

Exp date: _____ Signature: _____

Date commitment received by ACS: _____ Date payment received by ACS: _____

Please make checks payable to:

Tax ID: 13-1788491

American Cancer Society

White Out Cancer Gala ATTN: C996WE

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