



BLACK & WHITE

GALA

BENEFITING
THE AMERICAN CANCER SOCIETY

AUGUST 29, 2020
THE "BOW-TIE EXPERIENCE"

SPONSORSHIP OPPORTUNITIES



DEAR COMMUNITY LEADERS,

ON BEHALF OF THE AMERICAN CANCER SOCIETY, WE EXTEND AN INVITATION FOR YOU TO BECOME A DISTINGUISHED PARTNER FOR THE 2020 BLACK & WHITE GALA BOW-TIE EXPERIENCE.

THOUGH SO MANY THINGS ARE CHANGING IN THE WORLD TODAY, 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.

WITH THE GUIDANCE OF OUR EXECUTIVE LEADERSHIP COUNCIL VOLUNTEERS AND SUPPORTERS, WE HAVE MADE THE DECISION TO MOVE OUR TRADITIONAL, IN-PERSON EVENT (BLACK & WHITE GALA) TO A SPACE THAT RESPECTS SOCIAL DISTANCING MEASURES, YET STILL UNITES THE COMMUNITY THROUGH THE FIGHT TO END CANCER. INCLUDED YOU'LL FIND DETAILS AROUND OPPORTUNITIES FOR THE COMMUNITY TO ENGAGE IN THE AUGUST 29TH CELEBRATION, AS WELL AS OPPORTUNITIES TO PARTNER AS SPONSORS WITH THE AMERICAN CANCER SOCIETY IN 2020.

WE ARE MAKING REMARKABLE PROGRESS TO HELP SAVE MORE LIVES FROM CANCER EVERY DAY. IN FACT, THE CANCER DEATH RATE HAS DECLINED BY 29% 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 \$15,000 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 2020 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.

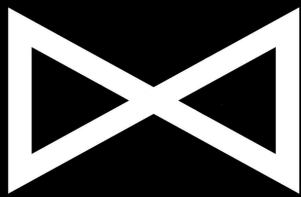
SINCERELY,

The American Cancer Society Executive Leadership Council

ANNIE SPELL, BLACK & WHITE GALA CAMPAIGN CHAIR
ANNIEWSPELL@GMAIL.COM
337.654.9697

ALYSSA COLLEVECHIO, STAFF PARTNER
AMERICAN CANCER SOCIETY
ALYSSA.COLLEVECHIO@CANCER.ORG | 908.328.3470

ANDREW BELLARD | HOME CARE ASSOCIATES
CLAIRE BROUSSARD | CHAIR, RMWP OF ACADIANA
COREY CHAPMAN | ACADIAN COMPANIES
TRACY DELHOMME | OUR LADY OF LOURDES REGIONAL MEDICAL CENTER
JUSTIN DOUCET | GMFS LENDING
CRAIG ORTEGO | CANCER CENTER OF ACADIANA AT LAFAYETTE GENERAL MEDICAL CENTER
STACEY SAMS | CHAIR, FUND THE MISSION



- ABOUT THE BOW-TIE EXPERIENCE -

SATURDAY, AUGUST 29, 2020

THE CELEBRATION: "THE BOW-TIE EXPERIENCE" WILL TAKE PLACE ON SATURDAY, AUGUST 29TH. RATHER THAN GATHERING AT ONE, IN-PERSON EVENT WITH 350+ ATTENDEES, WE ENCOURAGE SUPPORTERS TO HOST THEIR OWN "BLACK & WHITE GALA" CELEBRATIONS IN YOUR HOMES, BUSINESSES, FAVORITE GATHERING SPOTS, ETC. FOR EXAMPLE, IF YOU WERE PLANNING TO ATTEND THE EVENT WITH YOUR FRIENDS, FAMILY OR COLLEAGUES, WE ENCOURAGE YOU TO GATHER AND BRING THE "BLACK & WHITE GALA" CELEBRATION TO YOU. INVITE YOUR FRIENDS AND FAMILY TO A COCKTAIL PARTY AT YOUR HOME OR BUSINESS, ENCOURAGE EVERYONE TO DRESS IN "BLACK & WHITE" ATTIRE (COCKTAIL OR FORMAL), AND ENJOY DIFFERENT "AT HOME" FESTIVITIES.

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 "BLACK & WHITE GALA" 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 BWPR. THE PRODUCTION WILL BE APPROXIMATELY ONE HOUR WITH INTERVIEWS AND INTERACTIONS FROM COMMUNITY SUPPORTERS, SPONSORS, SURVIVORS, CAREGIVERS, ETC. IT WILL ALSO FEATURE SOME PRE-RECORDED VIDEOS THAT ARE SHARED DURING THIS TIME. IT WILL INCLUDE A CALL TO ACTION FOR VIEWERS TO DONATE THROUGH FUND THE MISSION AND TO SUPPORT OUR DIGITAL SILENT AUCTION VIA MOBILE BIDDING.

"SPIRIT OF HOPE" HONOREES: IN ADDITION TO THE "BOW-TIE EXPERIENCE" FESTIVITIES, WE SPOTLIGHT COMMUNITY LEADERS AS "SPIRIT OF HOPE" HONOREES THROUGH THE EVENT WHO WERE NOMINATED AND SELECTED. AS OUR HONOREE STORIES ARE THE TRADITIONAL FOCUS OF THE EVENT NIGHT PRESENTATION, VIDEOS OF EACH HONOREE WILL BE PRODUCED IN ADVANCE AND SHARED DURING THE LIVE BROADCAST. WE ARE EXCITED THAT THE LIVE BROADCAST WILL REMOVE THE LIMITATIONS ON PEOPLE BEING PART OF THE CELEBRATION IF THEY WERE NOT ABLE TO PHYSICALLY ATTEND THE EVENT THROUGH A TICKET OR TABLE PURCHASE. THERE WILL BE NO LIMITS FOR VIEWERS TUNING IN TO CHEER ON THIS EXCITING CELEBRATION!

THE 2020 SPIRIT OF HOPE HONOREES

INCLUDE AN INCREDIBLE GROUP OF PEOPLE THAT ARE
CANCER SURVIVORS, CAREGIVERS, HEALTHCARE PROFESSIONALS AND TRUE
REPRESENTATIVES OF THE ACADIANA COMMUNITY:

DR. ELI BALBASTRO | LANE BEGNAUD | DR. MARIA DOUCET | DR. SHAUNDA GRISBY
DR. HENRY KAUFMAN | FRED MILLS | VALERIE MINIEX | ASHLEY NOTO
HANK & DEBBIE PERRET | DIANNA RAE | DR. STEVEN SACCARO
DR. REATHA WILLIAMS | CHRISTIAN ZENON

DATES AND 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."

ART WORK FOR PROGRAMS: FOR ANY AMENITIES THAT INCLUDE BRANDING OPPORTUNITIES FOR THE EVENT PROGRAM, THE DEADLINE WILL BE AUGUST 7 TO ENSURE APPROPRIATE BRANDING IS DELIVERED.

PERSONALIZED VIDEO MESSAGES: FOR ANY AMENITIES THAT INCLUDE PERSONALIZED VIDEO MESSAGE OPPORTUNITIES DURING THE LIVE BROADCAST, VIDEOS MUST BE RECEIVED BY AUGUST 7.

THE BOW-TIE EXPERIENCE
BENEFITING
THE AMERICAN CANCER SOCIETY

SATURDAY, AUGUST 29, 2020

Black & White Campaign Chair

DR. ANNIE W. SPELL

Event Chairs

ANDREW BELLARD, ADVISOR

CLAIRE BROUSSARD, SPECIAL EVENTS
BWPR, MARKETING PARTNER

JUSTIN DOUCET, CHAIR

BETH HAMILTON, SPIRIT OF HOPE

KATHRYN LOEWER, PRODUCTION

STACEY SAMS, FUND THE MISSION

GINGER SCHOUEST, CUISINE

LINDSEY STANFORD, SILENT AUCTION

CASEY WHITE, VOLUNTEERS

SARA ZUSCHLAG, SPIRIT OF HOPE

Event Committee

SHANNON BROUSSARD

UMME CHOWDHURY

KRISTIN FRANKS

CANDICE GUTHRIE

MELISSA LLEWELLYN

MARY PHAM

CARIN TVEIT-SMITH

BESS TRAHAN

Staff

ALYSSA COLLEVECHIO

COMMUNITY DEVELOPMENT
MANAGER



OUR MISSION IS TO SAVE
LIVES, CELEBRATE LIVES,
AND LEAD THE FIGHT FOR A
WORLD WITHOUT CANCER.

- BLACK & WHITE GALA OPPORTUNITIES -

PRESENTING SPONSOR (1 AVAILABLE) - \$20,000

- DONOR BRANDED AS "PRESENTED BY" ON ALL RELATED PROMOTIONAL MATERIALS
- FULL PAGE AD IN EVENT PROGRAM
- OPPORTUNITY TO PROVIDE 1-MINUTE PRE-RECORDED INTRODUCTION VIDEO SEGMENT FOR THE "SPIRIT OF HOPE" HONOREE VIDEO FOR THE LIVE BROADCAST
- LOGO PROMINENTLY PLACED ON ALL RELATED PROMOTIONAL MATERIALS
- SPONSOR GIFT BASKET FOR YOUR "WATCH PARTY"
- OPPORTUNITY TO PROVIDE CO-BRANDED VIDEO MESSAGE TO BE FEATURED ON ACS SOCIAL MEDIA PLATFORMS
- OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT ITEM TO BE INCLUDED IN SPONSOR GIFT BAGS
- OPPORTUNITY FOR AN EMPLOYEE TO SERVE ON ACS EXECUTIVE LEADERSHIP COUNCIL

PLATINUM SPONSOR (SOLD) - \$10,000

- FULL PAGE AD IN EVENT PROGRAM
- LOGO PROMINENTLY PLACED ON ALL RELATED PROMOTIONAL MATERIALS
- SPONSOR GIFT BASKET FOR YOUR "WATCH PARTY"
- OPPORTUNITY TO PROVIDE CO-BRANDED MESSAGE TO BE FEATURED ON ACS SOCIAL MEDIA PLATFORMS
- OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT ITEM TO BE INCLUDED IN SPONSOR GIFT BAGS
- OPPORTUNITY TO SELECT 1 OF THE 3 FOLLOWING EXCLUSIVE AMENITIES:
 - **VIP PARTY:** OFFICIAL HOST VIP PARTY, INCLUDING OPPORTUNITY TO PROVIDE INTRO VIDEO DURING LIVE BROADCAST **SOLD - COURTESY BUICK GMC**
 - **FUND THE MISSION:** OPPORTUNITY TO LEAD "FUND THE MISSION" INITIATIVE ON EVENT NIGHT **SOLD - TIDES MEDICAL**
 - **MOBILE BIDDING:** LOGO BRANDED ON MOBILE BIDDING APP FOR SILENT AUCTION **SOLD - ACADIAN COMPANIES**

GOLD SPONSOR (1 AVAILABLE) - \$7,500

- HALF PAGE AD IN EVENT PROGRAM
- LOGO PROMINENTLY PLACED ON ALL RELATED PROMOTIONAL MATERIALS
- SPONSOR GIFT BASKET FOR YOUR "WATCH PARTY"
- OPPORTUNITY TO PROVIDE CO-BRANDED VIDEO MESSAGE TO BE FEATURED ON ACS SOCIAL MEDIA PLATFORMS
- OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT ITEM TO BE INCLUDED IN SPONSOR GIFT BAGS
- OPPORTUNITY TO SELECT 1 OF THE 2 FOLLOWING EXCLUSIVE AMENITIES:
 - **SPONSOR GIFT BAGS:** OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT BAGS TO BE USED FOR SPONSOR + HONOREE GIFTS
 - **SIGNATURE COCKTAIL:** LOGO EXCLUSIVELY BRANDED ON "SIGNATURE COCKTAIL" GIFT BASKETS DELIVERED TO ALL SPONSORS ON AUGUST 29TH **SOLD - SPOONBILL WATERING HOLE & RESTAURANT**

SILVER SPONSOR - \$5,000

- HALF PAGE AD IN EVENT PROGRAM
- LOGO ON ALL RELATED PROMOTIONAL MATERIALS
- SPONSOR GIFT BASKET FOR YOUR "WATCH PARTY"
- OPPORTUNITY TO PROVIDE CO-BRANDED VIDEO MESSAGE TO BE FEATURED ON ACS SOCIAL MEDIA PLATFORMS
- OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT ITEM TO BE INCLUDED IN SPONSOR GIFT BAGS

BRONZE SPONSOR - \$3,500

- QUARTER PAGE AD IN EVENT PROGRAM
- LOGO ON ALL RELATED PROMOTIONAL MATERIALS
- SPONSOR GIFT BASKET FOR YOUR "WATCH PARTY"
- 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 BAGS

FRIENDS OF ACS - \$1,500

- NAME PLACED ON EVENT WEBSITE, SOCIAL MEDIA AND EVENT PROGRAM
- OPPORTUNITY TO PROVIDE DONOR BRANDED GIFT ITEM TO BE INCLUDED IN SPONSOR GIFT BAGS

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 IS NO SPONSORSHIP AMENITIES PROVIDED FOR "FUND THE MISSION" DONATIONS, IT IS 100% TAX DEDUCTIBLE.
- **PLEDGE A MINIMUM OF \$2,500:** PLEDGE A MINIMUM OF \$2,500 BY JULY 29 AND BE VERBALLY RECOGNIZED DURING THE "FUND THE MISSION" SEGMENT OF THE LIVE BROADCAST.
- **PLEDGE A MINIMUM OF \$250:** PLEDGE A MINIMUM OF \$250 TO BE ENTERED INTO THE DRAWING FOR A 7-DAY STAY IN SAN DESTIN, FLORIDA, INCLUDING LUXURY ACCOMMODATIONS, GOLF, STEAK DINNER.
- **COMMIT BY AUGUST 7:** ANY DONORS WHO COMMIT TO "FUND THE MISSION" BY AUGUST 7 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 2020 "BOW-TIE EXPERIENCE" IN ACADIANA. DURING THE LIVE BROADCAST AND VIA SOCIAL MEDIA, ALL FUNDRAISING GROUPS AND INDIVIDUALS WILL BE RECOGNIZED FOR THEIR EFFORTS.
- TO REGISTER OR TO LEARN MORE, VISIT [BIT.LY/38HxBBA](https://bit.ly/38HxBBA)

SHINE BRIGHT LIKE A DIAMOND

- FOR EVERY \$25 DONATION, EARN THE CHANCE TO WIN A FABULOUS, ORIGINALLY CRAFTED DIAMOND NECKLACE FROM DIANNA RAE JEWELRY. NO MAXIMUM ENTRY.
- DONATE ONLINE AT WWW.BLACKANDWHITEGALA.ORG OR PURCHASE YOUR TICKETS AT DIANNA RAE JEWELRY ON SETTLERS TRACE BLVD.
- ENTRIES WILL BE GRANTED THROUGH THE END OF THE LIVE BROADCAST ON AUGUST 29TH AND THE WINNER BE RANDOMLY SELECTED AT THAT TIME.

- 2020 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.COLLEVECHIO@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 \$20,000

SILVER SPONSOR \$5,000

PLATINUM SPONSOR \$10,000 (1 AVAILABLE) BRONZE SPONSOR \$3,500

GOLD SPONSOR \$7,500 (1 AVAILABLE) FRIENDS OF ACS \$1,500

FUND THE MISSION CONTRIBUTION: \$ _____

_____ LOCAL TRANSPORTATION GRANTS _____ GENERAL CANCER RESEARCH _____ PEDIATRIC CANCER 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: SOCIETY KEY YX4LCY

FOR MORE INFORMATION OR TO CONFIRM YOUR PARTNERSHIP:

ALYSSA.COLLEVECHIO@CANCER.ORG | 908.328.3470 | AMERICAN CANCER SOCIETY

BLACK & WHITE GALA

ATTN: YX4LCY

1 LAKESHORE DR., STE. 1510,

LAKE CHARLES, LA 70629

COMMITMENTS MUST BE CONFIRMED BY AUGUST 7, 2020 FOR EVENT PROGRAM.

REVIEW OF ACS POLICIES, VISIT: [HTTPS://WWW.CANCER.ORG/ABOUT-US/POLICIES/TERMS-EVENT-SPONSORSHIP-UNDERWRITING.HTML](https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html)