



April 2016

Dear Friends of the American Cancer Society,

Thank you for your past support of the Russell & Ann Gerdin American Cancer Society Hope Lodge Gala, "Dancing for the Stars." The purpose of this letter is to request a corporate sponsorship for the 2016 event taking place on Saturday, October 29, 2016 at the Coralville Marriott. Each year, members of our local business and medical communities attend, dance, and support this important annual event which provides vital funding to support the Iowa City Hope Lodge. Last year, 460 members of our community united to raise over \$104K. Every dollar raised is restricted to the Hope Lodge to provide cancer patients with a supportive environment while also reducing the financial and emotional burden that accompanies traveling to receive lifesaving cancer treatments.

The Gala planning committee is working hard to ensure another great event. We have a mega reception planned, great entertainment, fine dining, live and silent auction items, fun activities, and of course, dancing! This event makes great strides in the fight against cancer by offering a home away from home when it is most needed. For some, a stay at the Iowa City Hope Lodge is the difference between being able to receive lifesaving treatment, and receiving no treatment at all.

The positive difference we can make in the lives of cancer patients and their loved ones can only be made possible with your support. We hope that you will kindly consider sponsoring this impactful event. There are several sponsorship opportunities levels and benefits that accompany each corresponding level. Please see the attached sponsorship document and commitment form. You can make arrangements with your Hope Lodge Committee representative, or with the American Cancer Society event partner below. Once you decide which level fits your needs, please send payment and the commitment form to the address below.

American Cancer Society – HL Gala
Attn: Julie Facion
4080 First Ave NE, Suite 101
Cedar Rapids, IA 52402

Please help us give hope a home.

Sincerely,
Julie Facion, Development Manager, Distinguished Events
Email: julie.facion@cancer.org
Phone: 319.866.7101 Office
Cell: 319.721.6627
www.dancingforthestars.org

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American Cancer Society
 Russell and Ann Gerdin American Cancer Society
 Hope Lodge Dancing for the Stars Gala
October 29, 2016

2016 Sponsorship Benefits	Presenting Sponsors \$10,000	Diamond Sponsors \$7,500	Platinum Sponsors \$5,000	Gold Sponsors \$2,500	Corporate Table Sponsors \$1,500
Presented by " <i>your company name</i> " on the cover of the program	✓				
Company representative to speak at the Gala during the opening speech, not to exceed five minutes and script approved one week before the event by ACS staff	✓				
Recognition in all paid television, radio, print and billboard media (deadlines still apply)	✓				
Personal recognition from the podium at the event by the presenter	✓	✓			
Company logo signage at the red carpet step and repeat	✓	✓	✓		
Company advertisement in event program	2 pages	1 page	1/2 page	1/4 page	
Logo on the "Save the Date" if commitment received by June 1, 2016	✓	✓	✓		
Logo on the invitation if commitment received by July 1, 2016	✓	✓	✓	✓	
Logo showcased on the front page of the Web site and social media exposure	✓	✓	✓	✓	
Priority seating at the night of the Gala	✓	✓	✓	✓	
Corporate recognition on Gala table	✓	✓	✓	✓	✓
Two corporate tables of 10 at the 2016 Gala	✓				
One corporate table of 10 at the 2016 Gala		✓	✓	✓	✓
Company logo listed in the event program and on the big screen at the Gala.	✓	✓	✓		
Company name listed on the website, in the event program and on event signage					✓

Please Note: multiple sponsorship opportunities are available for each level

2016 Elite Sponsorship Opportunities

The Hope Lodge “Dancing for the Stars” Gala offers elite partnership opportunities that provide exposure to the medical and business communities in Johnson County. The gala features local celebrities matched with professional dancers who provide spectacular dancing entertainment during the evening. This popular event delivers an electrifying evening out on the town while providing crucial funding restricted to the Russell & Ann Gerdin American Cancer Society Hope Lodge located in Iowa City.



\$5,000

*Mobile Bidding Sponsor

Reception Sponsor

Audio Visual & Technology Sponsor

Benefits

One Corporate Table of Ten (10) to the Event

Half-page ad in the event program

Recognition from the podium during the event

Logo displayed on event website and on the big screens at the event

Logo on the invitation & Save the Date

Logo on event signage and promotional materials

Invitation to elect a “celebrity” dancer from your company or organization

*Mobile Bidding Sponsorship includes additional business exposure

\$2,500

Decorations & Photography Sponsor

Candy Bar & Dessert Sponsor

Entertainment & Volunteer Hospitality Suite Sponsor

Champagne & Wine Sponsors

Benefits

One Corporate table of Ten (10) to the event

Logo on the Save the Date

Quarter Page ad in the program event

Company name recognition on event signage

Give Hope A Home - \$2,000 (1 month)

Last year, the Hope Lodge provided 8,500 nights of free lodging and support; this number represents \$1,000,000 savings to families impacted by cancer. **Give Hope A Home** sponsorship provides one month of free lodging to a cancer patient and their caregiver. We understand giving preferences vary amongst our supporters; this sponsorship level allows you to make a tax deductible donation while also receiving business recognition

– donors who select this option prefer not attend the event.

Benefits for donations \$2,000 and over

Quarter-page ad in the event program

Recognition from the podium during the event

Logo displayed on event website and on the big screens at the event

Logo and name on event signage and promotional materials



Russell & Ann Gerdin
American Cancer Society Hope Lodge Gala
October 29, 2016
Sponsorship Commitment Form

AS IT WILL APPEAR IN PRINT

Corporation Name _____

Contact Name & Title: _____

Mailing Address: _____

City/State/Zip: _____

Email: _____ Phone: _____

Additional Contact

Name: _____ Phone: _____

Email: _____

Sponsorships

- \$10,000 Presenting Sponsor
\$7,500 Diamond Sponsor
\$5,000 Platinum Sponsor
\$2,500 Gold Sponsor
\$1,500 Corporate Table Sponsor
Additional Tickets \$100 each ticket. # of Tickets _____

Payment Information

- Enclosed is our check made payable to the American Cancer Society
Please send an invoice
Please charge our credit card

American Express MasterCard Visa Discover

Total amount to be charged on credit card \$ _____

Name on Card: _____

Card Number: _____ Expiration Date: _____

Signature: _____

Mail or email this form to the American Cancer Society office using the contact information below.

- Media Exposure: Our company authorizes that information regarding our sponsorship of the Hope Lodge Gala in Iowa City may be released to any and all media sources.

Federal Tax Identification Number: #13-1788491