

# 15TH ANNUAL Coaches vs. Cancer Gala

Presented by: **HyVee**<sup>®</sup>

FOUR UNIVERSITIES. ONE MISSION.



CELEBRATING  
15 YEARS OF HOPE

**SPONSORSHIP OPPORTUNITIES**

# Our History

## Coaches vs. Cancer - Iowa

Dale Howard was a special coach, father, grandfather and friend who saw a need to help cancer patients and their families. He had a vision to start a Coaches vs. Cancer program in Iowa, which would bring together all four of the state's Division I men's basketball coaches. He saw this as an opportunity to play a part in raising vital funds for the fight against cancer, and his original vision has turned into a legacy as the program has raised over \$5.2 million since its inception in 2007.

We ask you to join us in continuing to fulfill Dale Howard's vision by joining our team, along with Coach Ben Jacobson, Coach Darian DeVries, Coach Fran McCaffery, and Coach T.J. Otzelberger to continue raising critical funds to fight cancer by becoming a sponsor of our 15th Annual Coaches vs. Cancer Gala, presented by Hy-Vee.

## Coaches vs. Cancer - Nationally

For over 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. Because of their passion and dedicated support, the impact has been felt in communities nationwide.

Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in helping to save more lives from cancer. Since 1993, coaches have raised more than \$110 million for the American Cancer Society.

## American Cancer Society

Our mission is simple. At the American Cancer Society, we strive to save lives, celebrate lives and lead the fight for a world without cancer. By conducting and funding research, sharing expert information, supporting patients and spreading the word about prevention, we are confident more people will live longer and better lives.

Great progress has been seen in the fight against cancer - we've seen a 31% decline in the cancer mortality rate over the past two decades. This decline equates to 3.2 million fewer people dying from cancer during that time period. We've made great progress, but we still have a long way to go. The fight isn't over, and we need you to join our team!



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# Coaches vs. Cancer Gala

## Celebrating 15 Years of Hope

### FOUR UNIVERSITIES. ONE MISSION.

It's no secret that we as a society have had to learn to navigate many unforeseen circumstances since the COVID-19 pandemic hit. Each person has their own challenges and obstacles to overcome, however we've learned that cancer patients and survivors are among some of the highest impacted populations.

The American Cancer Society remains committed to supporting cancer patients, survivors and caregivers through these challenging times. As we adapt to our new normal we ask for your support to invest in future generations through our 2022 Coaches vs. Cancer Virtual Gala, presented by Hy-Vee.

#### Event Details

Friday, May 13, 2022

Ron Pearson Center, West Des Moines, Iowa

#### 2022 Chairs

Jen Peppenger and Kate Price

#### Public Recognition

The American Cancer Society brand awareness is 97% nationwide. No other health organization has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.

#### Why Support

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer by celebrating with us at our 15th Annual Coaches vs. Cancer Gala.



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# Coaches vs. Cancer Gala

## Celebrating 15 Years of Hope

### FOUR UNIVERSITIES. ONE MISSION.

#### Event Details

Friday, May 13, 2022

Ron Pearson Center, West Des Moines, Iowa

To sponsor or reserve your tickets, visit: [www.coachesvscancergala.com](http://www.coachesvscancergala.com)

#### 2022 Gala Chairs

Jen Peppenger and Kate Price

#### Coaches vs. Cancer Board of Ambassadors

**Honorary Chair:** Steve Howard      **Board Chair:** Denny Presnall

Tucker Anderson	Nathan Godwin	Brian Heying	Doug Parker
John Auer	Ryan Grant	Matt Jacobson	Scott Seeliger
Paul Doerrfeld	Nick Griffin	Brad Lufkin	Todd Shillington
Casey Gibbs	Andy Hensen	Ben Ogbulu	Adam Viet

#### Why Support

The success of this event is not possible without the generous contributions of corporate supporters each year and that is why we ask you to consider joining us in becoming a sponsor. Your presence at the Coaches vs. Cancer Gala will make a positive statement to the entire state of Iowa and significantly highlight your commitment to the lifesaving work conducted by the American Cancer Society.

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer by celebrating with us at our 15th Annual Coaches vs. Cancer Gala.



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# Sponsorship Opportunities

## **MVP SPONSOR - \$10,000**

18 invitations to event (1 table to be seated with a celebrity guest)

- Admission to VIP reception
- VIP seating at event
- Recognition on event invitation\*
- Full page acknowledgement in event program\*\*
- Personal recognition at the event by the emcee
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page
- Corporate recognition on the table at event

## **CHAMPION SPONSOR - \$5,000**

10 invitations to event

- Admission to the VIP reception
- Recognition on event invitation\*
- Half page acknowledgement in event program\*\*
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page
- Corporate recognition on the table at the Gala

## **COACHES CLUB SPONSOR - \$2,000**

10 invitations to event

- Corporate recognition on the table at the Gala



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# Sponsorship Opportunities

## RECEPTION SPONSOR - \$7,500

10 invitations to event

- Admission to the VIP reception
- Recognition on event invitation\*
- Half page acknowledgement in event program\*\*
- Recognition of donation displayed and verbalized at event
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page

## MISSION, TECHNOLOGY, HOST BAR OR REVENUE ENHANCER SPONSORS - \$5,000

4 invitations to event

- Admission to the VIP reception
- Half page acknowledgement in event program\*\*
- Recognition of donation displayed at event
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page

## DECORATIONS, DEPARTURE GIFT, PHOTO BOOTH OR VOLUNTEER HOSPITALITY SPONSOR- \$2,500

2 invitations to event

- Quarter page acknowledgement in event program\*\*
- Recognition of donation displayed at event
- Logo displayed on event website and on big screen at event

## RECOGNITION

With your donation of \$250 and above, you will receive recognition on big screen at event

\*commitment must be received by May 1, 2022 to receive recognition



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# Fan of the Year Sponsorship Opportunities

## **HERO SPONSOR - \$10,000**

10 invitations to event for sponsor

40 invitations for Fans of the Year

- Admission for all guests to the VIP reception
- VIP seating at the event
- Full page acknowledgement in event program\*\*
- Logo displayed on event invitation\*, website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page
- Personal recognition at the event by the emcee
- Logo included on Fan of the Year video (played at event and published on social media)
- Corporate recognition on your table and the four Fan of the Year tables at event

## **PARTNER - \$5,000**

4 invitations to event

- Admission for guests to the VIP reception
- Half page acknowledgement in event program\*\*
- Logo displayed on event website and on big screen at event
- Social media recognition pre-event on Coaches vs. Cancer Iowa Facebook page
- Logo included on Fan of the Year video (played at event and published on social media)
- Corporate recognition on the four Fan of the Year tables at event

## **SUPPORTER - \$2,500**

2 invitations to event

- Quarter page acknowledgement in event program\*\*
- Logo displayed on event website and on big screen at event
- Logo included on Fan of the Year video (played at event and published on social media)
- Corporate recognition on the four Fan of the Year tables at event



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# 2022 Gala Partnership Agreement Form

Corporate sponsorship of the American Cancer Society Coaches vs. Cancer Iowa 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 Iowa, 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.

## Premier Sponsorship Opportunities

MVP Sponsor \$5,000       Champion \$5,000       Coaches Club \$2,000

## Exclusive Sponsorship Opportunities

Reception \$7,500       Host Bar \$5,000       Photo Booth \$2,500  
 Mobile Bidding \$7,500       Decorations \$2,500       Revenue Enhancer \$2,500  
 Audio Visual \$5,000       Mission \$2,500       Volunteer Hospitality \$5,000

## Fan of the Year Sponsorship Opportunities

Hero \$5,000       Partner \$5,000       Supporter \$2,500

## Additional Donation / Recognition

\$250       \$500       Other \_\_\_\_\_

Name as you would like listed during the event: \_\_\_\_\_

Support given in memory of \_\_\_\_\_ or in honor of \_\_\_\_\_

## Sponsor Information

We will fulfill this commitment by:  Check payable to American Cancer Society     Credit Card     Invoice

Individual/Company Name (as listed in event materials): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ 3 digit security code: \_\_\_\_\_

Logo/Artwork Contact (if different then above): \_\_\_\_\_ Phone: \_\_\_\_\_

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

We give permission to the American Cancer Society to use our name as a sponsor for the event when listing sponsors for the event program, media, promotions.

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

Please scan, email or mail this form to:

Krista Walsh | American Cancer Society Coaches vs. Cancer  
krista.walsh@cancer.org | P.O. Box 715 | Des Moines, IA 50303  
P: 515-631-5687 | coachesvscancergala.com | ACS Tax ID # 13-1788491



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