



945 South Main Street
 Suite 201
 Salinas, California 93901
 831-772-6521
www.cancer.org

Committee

Chris Maffia
Heysa Janssen
Event Co-Chairs

Pat Emard
Sponsor Chair

John Mello
Kristin F. Livingston
P.R. Marketing chairs

Lupe Flores
Model and Make Up Chair

Teresa Carrubba
Cathe Race
Silent Auction Chairs

Committee
Mary Boyd
Lynette Cleland
Martha Jacobson
Patricia Lockett
Joey Nolasco
Anna Ybarra

Dear Friend,

We recognize your company as one of the many "success stories" of Santa Cruz County. While we know that you receive many requests for contributions to worthy causes, we believe that the issue of cancer is one that has certainly touched you or your loved ones, so we are seeking your involvement in the American Cancer Society's Santa Cruz Fashion Show to be held on Sunday, November 3, 2019 at the Seascape Resort in Aptos. Your contribution will help cancer patients in Santa Cruz County with research, information, transportation, and more. With your generous support, local cancer patients will receive the help they so desperately need.

The attached pages list the many sponsorship opportunities that are available. Please review and select one that fits into your budget. If you are unable to become a sponsor, please consider purchasing tickets to the event. You can purchase a table for 8 for \$850 or individual tickets for \$85 each. While supporting this very important cause you can enjoy an afternoon of friends, fashion, and food.

A cancer diagnosis is one of the scariest one can experience please work with us to help the most vulnerable adults and children as they battle this disease. We have many cancer patients who would appreciate your help attending this event. All our amazing models are cancer survivors!

We want to sincerely thank you for any support you can provide.

Chris Maffia
 Chris Maffia
 Event Co-Chair

Pat Emard
 Pat Emard
 Sponsor Chair

**NEW
 YEAR**

Fashion Show,
 Auction &
 Luncheon

**Nov. 3
 2019**

SPONSOR CONTRACT



Sponsor Name (As you would like it printed on the Program): _____

Contact Person: _____ Phone: _____

Address: _____

City/State/Zip: _____

Email Address: _____

Method of Payment:

Check _____ MasterCard _____ Visa _____

Credit Card Number: _____

Expiration Date: _____ Authorization code (3-digit code on back of credit card): _____

Authorized Signature _____ Amount of Contribution: _____

SPONSOR OPPORTUNITIES

UNDERWRITING OPPORTUNITIES

_____ Premier Sponsor (\$20,000) *

_____ \$15,000 Level

_____ Yellow Diamond Sponsor (\$15,000) *

_____ \$10,000 Level

_____ Sapphire (\$10,000) *

_____ \$5000 Level

_____ Emerald (\$7,000) *

_____ \$3,000 Level

_____ Ruby (\$5,000) *

_____ \$2,500 Level

_____ Platinum (\$2,500)

_____ \$2,000 Level

_____ Gold (\$1,000)

_____ \$1,000 Level

_____ Silver (\$500)

_____ Bronze (\$250)

Would you like to Honor a cancer survivor or Memorialize someone who lost his or her battle to cancer in our event program? Yes _____ No _____

I would like to Honor (name of cancer survivor) _____

OR Memorialize (name) _____

* Payment must be received by **July 26, 2019** to ensure name in invitation

* Payment must be received by **September 30, 2019** to ensure name or memorial listing in program

* Logo must be received by print deadline.

All donations are tax-deductible to the extent allowed by law.

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and or call us anytime at 1-800-227-2345. Tax ID #: 13-1788491.

Send checks to: American Cancer Society, Fashion Show, 945 South Main St. Suite 201, Salinas, CA 93901

**A Fashionable Affair is presented by Santa Cruz Fashion Show Committee.
Promotional Print Opportunities (PPOs)**

This print opportunity is an excellent medium to show your support for the American Cancer Society. The Invitation is mailed to over 1500 residents and businesses throughout Santa Cruz County, and the Event Program will be viewed by over 250 guests on Sunday November 3, 2019.

Business card: \$100

¼ page: \$200

Half page: \$200

Full page: \$400

Inside Front Cover \$ 600

Inside Back Cover \$ 600

Payments and file are due by September 30, 2019 for inclusion in the Event Program

Company or Donor Name:

Phone: Fax: Email:

Administrative Contact Name: Phone:

Mailing Address:

Please reserve the following space (sizes are approximate and will be finalized before going to print):

Full Page (4.5" w x 7.5" h) Inside Covers (4.5" w x 7.5" h)

Half Page (4.5" w x 3.75" h) Quarter Page (2.25" w x 3.75" h) Business Card (3.5" w x 2" h)

Cost of Space Reserved (see charts above): \$ Date:

Please charge my: Master Card Visa American Express

Account # Exp. Date: Security Code:

Name on Card: Signature:

Checks made payable to **American Cancer Society**

You may choose to have the committee assemble your PPO. If you prefer this option, please check the appropriate boxes to the right and choose your sample text option below: Included: Logo File Photo File

supports the American Cancer Society!

salutes Santa Cruz Fashion Show!

Conditions: PPO's will appear in black and white. All PPO's must be submitted as press ready electronic files. Purchase of PPO does not include any additional design services. Files must be placement ready. Acceptable files include: EPS, Tiff, Jpeg, and PDF at 300dpi. PowerPoint files are not acceptable. PPOs can contain name and logo, list of locations, telephone number, Internet address and/or slogans that do not have qualitative or comparative descriptions of sponsor's products, services, facilities or company. PPO placement is on a first come, first served basis. All submittals are subject to the approval of the Santa Cruz Fashion Show committee and may not be canceled after space closing date. PPO fees are non-refundable. Verbal agreements will not be recognized. This contract comprises our agreement in its entirety.

Please submit PPO files and form to nancy.valdez@cancer.org or mail to Nancy Valdez at: 945 South Main Street Ste. 201, Salinas, CA 93901 Questions: 831-772-6524

Thank you for supporting the American Cancer Society

Please retain a copy for your records and return a copy to American Cancer Society. This receipt is in compliance with current tax laws and represents our best efforts to provide you with adequate and necessary information for your income tax returns. No goods or services were provided by ACS in exchange for the contribution. Please consult with your tax advisor regarding deductibility. ACS Tax ID #: 13-1788491

Privacy Policy: "The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "policy" link at the bottom of the page or call us any time at 1-800-227-2345."



Fact Sheet

What: The American Cancer Society's Santa Cruz Garden of Hope Fashion Show offers a festive opportunity to support the Society's world class research program and essential patient services. Our event has a unique theme that allows 250 guests to participate and enjoy themselves while celebrating the lives of those in our community who have survived cancer. This year event will be packed with an auction, entertainment, dining and much more. Our fashion show offers great food, fabulous fashions, a variety of wines and an afternoon celebrating cancer survivorship: every single model is a cancer survivor. All the proceeds go toward much-needed education, services and advocacy for cancer patients, survivors and their loved ones.

When: Sunday, November 3, 2019.

Who: The planning for our fashion show will bring together a dedicated group of volunteers composed of leaders of business, community and philanthropy. They will work together to ensure an unforgettable afternoon which guests will look forward to returning to each year. Their reward is the knowledge that they are immeasurably contributing to the Society's vision of eliminating cancer as a major health problem. Organized by a local volunteer committee our event is a priority for the Society.

Why: More than 1,100 people in our community will hear the words "you have cancer" this year. Proceeds from this event will be used to support research, advocacy, education and services through the American Cancer Society. Space is limited, so make plans now to attend and be a part of the excitement.

For more information please contact Nancy Valdez at 831.772.6524 or at nancy.valdez@cancer.org.

Descriptions of Sponsorship Levels

Bronze Sponsor (Investment: \$250)

- Recognition as Bronze Sponsor with your company name featured in the Santa Cruz Fashion show program.
- Opportunity to memorialize or honor cancer survivor in event program.

Silver Sponsor (Investment: \$500)

- Seating for two (2) guests at the event.
- Recognition on day of event signage.
- Company name featured in the Santa Cruz Fashion show program and on the event website.
- Opportunity to memorialize or honor cancer survivor in event program.

Gold Sponsor (Investment: \$1,000)

- Seating for four (4) guests at the event.
- Recognition on day of event signage.
- Company name featured in the Santa Cruz Fashion show program and on event website.
- Opportunity to memorialize or honor cancer survivor in event program.

Platinum Sponsor (Investment: \$2,500)

- Seating for six (6) guests at the event.
- Recognition on day of event signage.
- Company Name featured in the Santa Cruz Fashion show program and on event website.
- Opportunity to memorialize or honor cancer survivor in event program.

Ruby Sponsor (Investment: \$5,000)

- Reserved VIP seating for (1) table of eight (8) guests at the event.
- Recognition as a Ruby sponsor with your company name and logo prominently featured on all promotional material with premium placement, including print and electronic media, brochures, and radio/TV spots and billboards. Over 3,000 invitations will be mailed to Santa Cruz County business leaders and residents.
- Company logo featured in the day of event program and on event website.
- Verbal recognition as a Ruby Sponsor during the event.
- Opportunity to memorialize or honor cancer survivor in event program.

Emerald Sponsor (Investment: \$7,500)

- Reserved VIP seating for (1) table of eight (10) guests at the event.
- Recognition as an Emerald sponsor with your company name and logo prominently featured on all promotional material with premium placement, including print and electronic media, brochures, and radio/TV spots and billboards. Over 3,000 invitations will be mailed to Santa Cruz County business leaders and residents.
- Company logo prominently featured in the day of event program and on event website.
- Day of event signage recognition with company logo.
- Verbal recognition as an Emerald Sponsor during the event.
- Opportunity to memorialize or honor a cancer survivor in event program.



UNDERWRITING AMENITIES

Catering/Facility Rental

Your company name or logo will appear on signage throughout the event and in the event program distributed to all guests attending the Fashion Show

Investment: \$10,000

Printing

Your company name will appear on the event Invitation and Save the Date card sent to over 3000 homes and in the event program

Investment: \$3,000

Audio Visual/Entertainment/DJ

Your company name will be prominently displayed at event near the DJ and stage and in the event program

Investment: \$2,500

Event Décor

Your company name will be prominently displayed at event near stage and in the event program

Investment: \$2,000

Food for Models/Volunteers

Your company name will be displayed prominently at the event and in the event program

Investment: \$1,000