



11th Annual Garden of Hope

Dear Potential Sponsor:

I am writing to ask for your sponsorship of the American Cancer Society's 11th Annual Fashion Show that will be held at Seascape Resort November 15, 2020. This fun-filled event includes a delicious lunch, entertainment, a silent auction and an inspirational fashion show----all the models are cancer survivors!

The American Cancer Society (ACS), is the leader in cancer prevention, early detection and has funded over \$4.8 billion in cancer research:

Forty-seven researchers funded by the Society have received the Nobel Prize including \$1.4 million to UCSC researchers.

Your contribution will provide Santa Cruz cancer patients:

- ❖ Local and long-distance transportation to and from treatment, lodging assistance for long distance treatment.
- ❖ Support of caregiver and survivor networks
- ❖ The Society funds a 24-hour cancer support information line staffed by cancer specialists, seven days a week, 24 hours a day, utilized by over 1 million people annually.

A cancer diagnosis is one of the scariest experiences for individuals and their loved ones. Our efforts are paying off. Please help vulnerable adults and children as they battle against this horrific disease.

There are many levels of participation as a Sponsor or advertiser (see attached lists) or you may purchase tickets for yourself or purchase a table for your colleagues and friends. We mail to business and residents throughout the Santa Cruz and Monterey Counties and over 250 guests will enjoy this event each year.

Please feel free to contact Nancy Valdez at 831.772.6524 or email nancy.valdez@cancer.org for additional information.

I truly appreciate your time and consideration of this request. Together, we can win this FIGHT!

Sincerely,

Pat Emard

Pat Emard
Volunteer Sponsor Chair

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Fact Sheet

- What:** The American Cancer Society's Santa Cruz 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 15, 2020.
- 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.

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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.

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Sapphire Sponsor (Investment: \$10,000)

- Reserved VIP seating for (1) table of twelve (12) guests at the event.
- Recognition as a Sapphire 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 a Sapphire Sponsor during the event.
- Opportunity to memorialize or honor a cancer survivor in event program.

Yellow Diamond Sponsor (Investment: \$15,000)

- Reserved VIP seating for (2) tables of eight (16) guests at the event.
- Recognition as a Yellow Diamond 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 a Yellow Diamond Sponsor during the event.
- Opportunity to memorialize or honor a cancer survivor in event program.

Premier Sponsor (Investment: \$20,000)

- Reserved VIP seating for (2) tables of ten (20) guests at the event.
- Recognition as a Premier 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 a Premier Sponsor during the event.
- Opportunity to memorialize or honor a cancer survivor in event program.

If commitment is made prior to printing deadline of October 1st, 2020



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11th Annual Santa Cruz Fashion Show
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 1000 residents and businesses throughout Santa Cruz County, and the Event Program will be viewed by over 250 guests on Sunday November 15, 2020.

- Business card: \$100
1/4 page: \$200
Half page: \$300
Full page: \$400
Inside Front Cover \$ 600
Inside Back Cover \$ 600

Payments and file are due by October 1, 2020 for inclusion in the Event Program

Company or Donor Name:
Phone: Fax: Email:
Administrative Contact Name: Phone:
Mailing Address: City STATE

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)

Checks made payable to American Cancer Society

Please charge my: MasterCard Visa American Express

Account # Exp. Date: Security Code:
Name on Card: Signature:

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."



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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

- | | |
|------------------------------------|---|
| _____ Premier Sponsor (\$20,000) * | _____ Yellow Diamond Sponsor (\$15,000) * |
| _____ Sapphire (\$10,000) * | _____ Emerald (\$7,000) * |
| _____ Ruby (\$5,000) * | _____ Platinum (\$2,500) |
| _____ Gold (\$1,000) | _____ 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 August 1, 2020 to ensure name in invitation

*Payment must be received by October 9, 2020 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: American Cancer Society, Fashion Show, 945 South Main St. Suite 201, Salinas, CA 93901