



Dear Donor,

We recognize that your company receives many requests on a daily, weekly and monthly basis from various organizations for donations to their activities, campaigns and causes. There are many worthwhile organizations making these requests and we understand there are limited resources to pledge to all of these many requests. As you enter into your 2020 fiscal planning process, we would respectfully ask that you consider the American Cancer Society's Celebration of Life Fashion Show as one of your support projects.

Lett-uce remember that Salinas Valley is a diverse and vibrant agricultural community known as the "Lettuce Bowl of the World." Therefore, this year's theme is "Lett-uce Celebrate Life". We have raised more than \$1,650,000 over the past twenty-five years. We are excited that this will be our twenty-sixth anniversary! With your support, we will continue to help cancer patients in Monterey County with research, information, transportation and more, regardless of the patient's age or socio-economic status. Your sponsorship to this cause is greatly appreciated and is vital for the success of the show. The event will be held at the Monterey Conference Center on Friday, April 17th, 2020.

Please consider the American Cancer Society's Celebration of Life Fashion Show as you prepare your budgets and charitable contributions support for 2020. We have enclosed some information describing various levels of participation.

Thank You,

Shirley Lavorato

Shirley Lavorato
Sponsor Chair

Linda Micheletti

Linda Micheletti
Event Co-Chair

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

Executive
Committee
Karen Fanoe
Shirley Lavorato
Linda Micheletti
Mary Alice Victorino

Committee
Sheri Cline
Mona Eisenberg
Jackie Gash
Lori Lazzerini
Claudia Otero
Nicki Pasculli
Anna Penoncello
Susan Silva
Bianca G. Smith
Barbara Tempalski
Nancy Torres

26th
Anniversary
YEAR
Fashion Show,
Auction & Luncheon
04.17.20



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) *

_____ \$10,000 Level

_____ Diamond Sponsor (\$15,000) *

_____ \$5000 Level

_____ Ruby (\$10,000) *

_____ \$2500 Level

_____ Emerald (\$7,500) *

_____ \$2,000 Level

_____ Sapphire (\$5,000) *

_____ \$1,000 Level

_____ Platinum (\$2,500)

_____ Gold (\$1,000)

_____ Silver (\$500)

*** Payments and logos are due print deadline by March 10, 2020 for inclusion at the event.**

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) _____

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)

OR Memorialize (name) _____

** Payment must be received by Jan. 17, 2020 to ensure name in invitation*

**Payment must be received by March 10, 2020 to ensure name or memorial listing in program*

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

For further information contact: Nancy Valdez at 831.7726524 or Nancy.Valdez@cancer.org

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:** American Cancer Society's Celebration of Life Fashion Show offers a festive opportunity to support the Society's world-class research programs and essential patient services. Our event has a unique theme that allows 500+ guests to participate and enjoy themselves while celebrating the lives of those in our community who have survived cancer. The Celebration of Life Fashion Show has become one of the most exciting fundraisers in our community. This luncheon is packed with auctions, entertainment, dining, and much more. Our fashion show offers fabulous food, a variety of wines, and an afternoon celebrating cancer survivorship: every single model is a cancer survivor. All the proceeds go toward much-needed information, services and advocacy for cancer patients, survivors and their loved ones.
- WHERE:** The Celebration of Life Fashion Show will be held in Monterey.
- WHEN:** Friday, April 17, 2020
- WHO:** The planning of our fashion show brought together a dedicated group of volunteers composed of influential leaders of business, society, and philanthropy. They work together to ensure an unforgettable afternoon which guests 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.
American Cancer Society Staff: *Nancy Valdez*
Planning Committee Members: *Sheri Cline, Mona Eisenberg, Karen Fano, Jackie Gash, Susan Gill, Linda Micheletti, Bianca Giuriato-Smith, Shirley Lavorato, Lori Lazzerini, Claudia Otero, Nicki Pasculli, Anna Penoncello, Susan Silva, Barbara Tempalski, Nancy Torres and Mary Alice Victorino.*
- WHY:** More than 1,650 people in our community will hear the words "you have cancer" this year. Proceeds from our Celebration of Life Fashion Show 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 additional information contact Nancy Valdez at 831-772-6524 or nancy.valdez@cancer.org.

Descriptions of Sponsorship Levels

Silver Sponsor (Investment: \$500)

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

Sapphire Sponsor (Investment: \$5,000)

- Reserved VIP seating for (1) table of eight (8) 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 Monterey County business leaders and residents.
- Company logo featured in the day of event program and on event website.
- Verbal recognition as a Sapphire 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 ten (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 Monterey 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.

Descriptions of Sponsorship Levels



Ruby Sponsor (Investment: \$10,000)

- Reserved VIP seating for (1) table of twelve (12) 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 Monterey 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 Ruby Sponsor during the event.
- Opportunity to memorialize or honor a cancer survivor in event program.

Diamond Sponsor (Investment: \$15,000)

- Reserved VIP seating for (2) tables of eight (16) guests at the event.
- Recognition as a 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 Monterey 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 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 Monterey 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 January 17, 2020



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: \$5,000

Audio Visual/Entertainment/DJ

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

Investment: \$3,500

Event Décor

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

Investment: \$3,000

Food for Models/Volunteers

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

Investment: \$1,500