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
Sponsor Chair

Linda Micheletti
Event Co-Chair

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

_____ Diamond Sponsor ($15,000) *

_____ Ruby ($10,000) *

_____ Emerald ($7,500) *

_____ Sapphire ($5,000) *

_____ Platinum ($2,500)

_____ Gold ($1,000)

_____ Silver ($500)

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

UNDERWRITING OPPORTUNITIES

_____ $10,000 Level

_____ $5000 Level

_____ $2500 Level

_____ $2,000 Level

_____ $1,000 Level

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 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 831.772.6524 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 Fanoe, 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.
<table>
<thead>
<tr>
<th>Sponsorship levels</th>
<th>Premier Sponsor</th>
<th>Diamond Sponsor</th>
<th>Ruby Sponsor</th>
<th>Emerald Sponsor</th>
<th>Sapphire Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment</td>
<td>$20,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
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<tr>
<td>VIP seating at the event</td>
<td>20</td>
<td>16</td>
<td>12</td>
<td>10</td>
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<tr>
<td>Priority seating at the event</td>
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<td></td>
<td></td>
<td>8</td>
<td>6</td>
<td>2</td>
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<tr>
<td>Recognition in the invitation mailed to 2500 Monterey County Business leaders and residences</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>NAME FEATURED INSIDE</td>
<td></td>
</tr>
<tr>
<td>Recognition in Program book of your organization or business</td>
<td>1 Full page Ad</td>
<td>Half page Ad</td>
<td>Your Logo Included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>NAME FEATURED INSIDE</td>
<td></td>
</tr>
<tr>
<td>Name and Sponsorship level on sponsor page in Program book and Event website</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>Your logo included</td>
<td>NAME FEATURED INSIDE</td>
<td></td>
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<tr>
<td>Verbal recognition at Gala by Master of Ceremonies</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>Company name or logo will be included on select promotional material, including print and electronic media</td>
<td>Your name or logo included</td>
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<tr>
<td>Recognition in media, PSA's, advertising, billboards</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Recognition at the event as a sponsor</td>
<td>LOGO FEATURED</td>
<td>LOGO FEATURED</td>
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<td>LOGO FEATURED</td>
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<td>COMPANY NAME FEATURED</td>
<td>COMPANY NAME FEATURED</td>
<td>COMPANY NAME FEATURED</td>
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<tr>
<td>Tribute &amp; memorial opportunities</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>
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