



The Hope Gala

2021 Honorees:

Mack Barnes

Suzan Doidge

Monica Yates Mitchell

Jennifer Segers

About the Hope Gala

The 41st Annual Hope Gala is one of the most prominent fundraising events in Birmingham and it makes a difference in the everyday lives of individuals touched by cancer. This event raises money to help the American Cancer Society save lives by funding groundbreaking cancer research, supporting education and prevention efforts, and providing information and critical services for people with cancer. The Hope Gala provides a unique and entertaining experience to support the mission of the American Cancer Society.

The evening will feature a fabulous dinner and cocktails, dancing along to live entertainment and topped off with incredible silent and live auctions and event enhancing activities.

The American Cancer Society has contributed to a 27 percent decline in cancer death rates in the US since 1991. That means we have helped save more than 2.6 million lives during that time. By supporting the Hope Gala, you are helping us continue to save more lives from cancer.

The sponsors and volunteers of the Hope Gala support the American Cancer Society's mission to save lives, celebrate lives and lead the fight for a world without cancer.



How your sponsorship makes a difference

\$50,000



Provides 500 nights of free lodging to patients and caregivers at the Joe Lee Griffin Hope Lodge, a home away from home

\$25,000



Provides 166 newly diagnosed patients with a trained navigator to remove barriers and guide them through their cancer journey

\$10,000



Provides 400 rides to treatment for patients whose greatest barrier to completing treatment is transportation

\$7,500



Provides new wigs to 150 patients who experience hair loss from cancer treatment

\$5,000



Provides a local hospital with the opportunity to offer 142 rides to treatment or a follow-up appointment for cancer patients

Sponsorship Opportunities

The Hope Gala offers a variety of sponsorship opportunities for local businesses, corporations and individuals who wish to support our mission. This is your opportunity to be recognized as a significant sponsor of the American Cancer Society's Hope Gala.

Presenting Sponsor | \$50,000

- Listed as Presenting Sponsor on all promotional items associated with the event
- Three premium tables of 10 (30 guests total)
- Inclusion in all press releases sent to newspapers and magazines
- Named as Presenting Sponsor on 1,500 save-the-dates & invitations (*if committed by June 1*)
- Recognition on step & repeat banner at the gala
- Recognition on the Hope Gala website, all social media and the evening's projection screens
- Opportunity to speak and introduce the Hope Gala honoree during the program
- Opportunity to engage in ACS mission initiatives

Platinum Sponsor | \$25,000

- Two tables (20 guests) with preferred seating
- Inclusion in all press releases sent to newspapers and magazines
- Recognized as Platinum Sponsor on 1,500 invitations (*if committed by June 1*)
- Recognition on the Hope Gala website, all social media and projection screens during the dinner
- Opportunity to engage in ACS mission initiatives

Gold Sponsor | \$10,000

- One table (10 guests) with preferred seating
- Inclusion in all press releases sent to newspapers and magazines
- Recognized as Gold Sponsor on 1,500 invitations (*if committed by June 1*)
- Recognition on the Hope Gala website, all social media and the evening's projection screens
- Opportunity to engage in ACS mission initiatives

Glam & the Ham Sponsor | \$7,500

Combination of Silver Sponsor of the Hope Gala & Gold Sponsor of Hope in the Ham

- One Hope Gala Table (10 guests) + six event tickets for Hope in the Ham
- Recognition on all Hope in the Ham promotional materials as Gold Sponsor
- Recognition as Silver Sponsor on 1,500 Hope Gala invitations (*if committed by June 1*)
- Recognition on the Hope Gala website, all social media and the evening's projection screens
- Opportunity to engage in ACS mission initiatives
- The opportunity for casual and black tie fun!

Sponsorship Opportunities

Silver Sponsor | \$5,000

- One table (10 guests)
- Recognition as Silver Sponsor on 1,500 invitation (if committed by June 30th)
- Recognition on the Gala website, all social media and the evening's projection screens
- Opportunity to engage in ACS mission initiatives

Mission Initiatives

Project 33 Room Sponsor | \$5,000

Sponsor one room at the Joe Lee Griffin Hope Lodge for one year – Company Logo and/or Name on a plaque outside your sponsored room and in the lobby
Experience the happiness and community that the Hope Lodge brings

Paid Transportation Grant Sponsor | \$5,000

Provide cancer patients with rides to treatment through a transportation grant sponsorship
Co-branded transportation cards provided to 1 hospital in Alabama stating that their ride was made possible by your donation



Underwriting Opportunities

Decor Sponsor | \$25,000

- Signage with company logo in each room of the club, opportunity for a guest take away with company logo and recognition in program

Wine Sponsor | \$10,000

- Company logo on commemorative wine glasses and recognition in program

Entertainment Sponsor | \$10,000

- Signage on the main stage, opportunity to choose the after party specialty drink, and recognition in program

Live Auction Sponsor | \$8,000

- Company logo on live auction presentation slides, printed live auction booklet and recognition in program

Silent Auction Sponsor | \$5,000

- Company logo on bidding sheets, signage in auction room and recognition in program

Cocktail Hour Sponsor | \$5,000

- Signage in cocktail hour space, opportunity to choose the cocktail hour specialty drink, and recognition in program

Bid Paddle Sponsor | \$4,000

- Company logo on all bid paddles

Photography Sponsor | \$3,000

- Signage in the photo room and recognition in program

Registration Sponsor | \$3,000

- Signage at the registration table, one of the first logos seen by attendees, and recognition in program

Cocktail Napkin Sponsor | \$2,500

- Company logo on all event cocktail napkins

Valet Sponsor | \$2,000

- Signage in valet area and the opportunity to leave item with your logo in guests' vehicles

Sponsorship Commitment Form

Thank you for supporting the American Cancer Society's Hope Gala!

Donor Name (for use on printed materials) _____

Contact Person _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Sponsorship Opportunities

- ☐ Platinum Sponsor | \$25,000
- ☐ Gold Sponsor | \$10,000
- ☐ Silver Sponsor | \$5,000
- ☐ Project 33 Room Sponsor | \$5,000
- ☐ Transportation Grant Sponsor \$5,000

We are unable to be designated as a sponsor, but we would like to give a general donation of \$_____.

Billing & Payment Information

- ☐ My check made payable to the American Cancer Society is enclosed.
- ☐ Invoice me at the above address.
- ☐ Contact me at the phone above for credit card payment.

Signature _____

Date _____

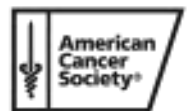
Please return completed for by email or mail to:

Libba.hardwick@cancer.org

Or

American Cancer Society | Hope Gala, 1100 Ireland Way,
Suite 300, Birmingham, Alabama 35205

The Hope Gala



* We will be following COVID restrictions at time of event. All amenities are subject to change.



For more information please contact **Libba Hardwick**, Sr. Development Manager

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