



MAGIC CITY  
**COCKTAIL CHALLENGE**

Dear Community Partner,

The American Cancer Society's Junior Executive Board was formed by young professionals in the Birmingham business community to raise awareness and funds in the fight against cancer through the signature event, "Magic City Cocktail Challenge." Our dedication, teamed with the support of the Birmingham community and our generous sponsors, is pivotal to fulfilling our mission to support local cancer education, advocacy, research and patient services.

In Alabama, the American Cancer Society estimates there will be an estimated 30,830 new cancer cases this year with an estimated 10,590 deaths. The Society and its force of volunteers and supporters are on a mission to free the world and our state from cancer. Until we do, we'll hold events like Magic City Cocktail Challenge to fund and conduct research, share expert information, support patients, and spread the word about prevention. All so you can live longer – and better.

Our inaugural event in 2019 saw much success and drew great interest moving forward; however, the COVID-19 pandemic prohibited us from having an event in 2020. After all, the safety of our volunteers, patients and supporters always comes first. Looking ahead to our event in 2021, we have many plans in place to ensure health and safety at the event.

We would love for you to join us as a sponsor for this year's Magic City Cocktail Challenge on July 29, 2021! Your support will make a meaningful difference in the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer.

Let's Save Lives,

Amanda Washburn

*Junior Executive Board, 2021 Chair*

# MAGIC CITY Cocktail Challenge



## Partnership Opportunities

### **Premium Tickets**

*All Magic City Cocktail Challenge sponsors or those who purchase Premium tickets will be granted early access to the event at 6:00 pm, an hour before the general public, and will be given more cocktail tokens and gift bags.*

# Sponsorship Benefits

## TOP SHELF SPONSOR | \$25,000

- Recognized as Magic City Cocktail Challenge Presenting Sponsor on all media outlets, promotions, press releases and publications
- Promotional coverage on event website, Instagram, Facebook & LinkedIn
- Large logo featured on auction page, event program and signage
- Opportunity to speak at "Shaker" Meet and Greet
- Opportunity to present award to Magic City Cocktail Challenge winner
- Company logo featured on all event cups for guests
- Co-branded step and repeat present at the event for guest photo opportunity
- Inclusion in our Community Partner Benefits
- 3 Instagram takeover days *\*Materials must be pre-approved by ACS*
- 1-year membership to the Jr. Board for 2 company employees
- 15 Premium Party Tickets

## HIGH BALL SPONSOR | 15,000

- Choice of one of the following under writing opportunities: Photo Booth Sponsor or Stage Sponsor
- Promotional coverage on event website, Instagram, Facebook & LinkedIn and media releases
- Logo featured on auction page, event program and event signage
- Verbal recognition during Cocktail Challenge event
- 2 Instagram takeover days *\*Materials must be pre-approved by ACS*
- 1-year membership to the Jr. Board for 1 company employee or the opportunity to nominate one "Shaker"
- 12 Premium Party Tickets

## MARTINI SPONSOR | \$10,000

- Choice of Underwriting Opportunity: Logo on food or bar station, logo on cocktail napkins, logo at wine pull, logo on highboys
- Company name listed on Mission coasters
- Logo featured on the auction page, event program and event signage
- Logo recognition on website and social media platforms
- Verbal recognition during the Magic City Cocktail Challenge event
- 1 Instagram takeover day *\*Materials must be pre-approved by ACS*
- 1-year membership to the Jr. Board for 1 company employee
- 10 Premium Party Tickets

## ON THE ROCKS SPONSOR | \$5,000

- Company name featured on Mission coasters
- Company name listed on event website, social media platforms, event program and signage
- Inclusion in the Magic City Cocktail Challenge press release
- Verbal recognition during the Cocktail Challenge event
- 8 Premium Party Tickets

## NEAT PARTNER | \$2,500

- Company name listed on event website, social media platforms, event program and signage
- 6 Premium Party Tickets



**For more information, contact Laine Lidikay, Staff Partner**

[Laine.Lidikay@cancer.org](mailto:Laine.Lidikay@cancer.org) | 205.936.6600

# MAGIC CITY Cocktail Challenge

The American Cancer Society Jr. Board is proud to present the 2<sup>nd</sup> Annual Magic City Cocktail Challenge. In 2019, over **250 individuals** attended the event to see Birmingham's best bartenders throw down in an interactive cocktail competition.

This year, the event will be held **July 29th 2021**, at **B&A Warehouse**. The night will offer individuals an entertaining and engaging experience filled with a silent auction, live entertainment, hors d'oeuvres and samplings of cocktails. Guests will have the unique opportunity to decide who has the city's best cocktail!

The Magic City Cocktail Challenge supports the American Cancer Society's mission to save lives, celebrate lives and lead the fight for a world without cancer. By supporting the Jr. Board, you are providing vital resources so that we can continue fighting for a world free of cancer. Your partnership is a life-saving gift that offers hope to those that need it most.

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorship Amount \$ \_\_\_\_\_ Please Invoice \_\_\_\_\_ Check Included \_\_\_\_\_ Pay Online \_\_\_\_\_

*Please make checks payable to "American Cancer Society". All donations are tax deductible (tax letter provided).*

*Please send a high resolution company logo for recognition benefits.*

