



# Construction vs. Cancer Las Vegas February 29, 2020 – The Silverton Casino Hotel



Attacking from every angle.™





## Your investment can help save lives from cancer.



Every two minutes, a child or adolescent is diagnosed with cancer worldwide.



Before they turn 20, about 1 in 271 children in the US will have cancer.



11,060 new cancer cases will be diagnosed among children ages 0-14 in the US in 2019.



1,190 Estimated children younger than 15 years old are expected to die from cancer in 2019.

## Local Impact at a Glance

Event Funded Patient Navigator at Cure 4 the Kids, Las Vegas



203 Children and Caregivers have met with the Patient Navigator for a Complete Care Plan Review and evaluation of educational needs, as of December 2018



23 Survivors identified and scheduled in the Long Term Follow Up clinic, as of December 2018



Through your support, you are helping to create a world free from the pain and suffering of cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it's most treatable. Here's how we save lives, celebrate lives, and lead the fight for a world without cancer:



Hosted Construction vs Cancer Las Vegas since 2018 which raised **over \$550,000** and provided childhood cancer patients an opportunity and thrill of "Sitting in the Driver's Seat"



Collaborated with Extended Stay America to deliver **more than 100** Hope Bears to pediatric oncology patients at Sunrise Hospital in Southern Nevada



As of March 2019, we are currently funding **68 childhood cancer research grants totaling more than \$37,000,000** throughout the United States



Our advocacy affiliate, the American Cancer Society Cancer Action Network, joined forces with the Alliance for Childhood Cancer to advocate for the **passage of the STAR Act**- Childhood Cancer Survivorship, Treatment, Access, and Research (STAR) Act







## PRESENTING SPONSOR | \$50,000

### RIGHTS AND BENEFITS

Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information

Opportunity to have an American Cancer Society staff partner at your company office to engage employees in health and wellness opportunities

Rights to promote sponsorship in company materials (Society to provide images)

Opportunity for media interviews prior to and during event  
Fifty (50) Early Access Passes for company employees and families

Forty (40) donated Early Access Passes for a local children's organization of your choice

### VISIBILITY ON EVENT DAY

Speaking opportunity during the program and verbal recognition from the stage

Promotional space (20x20) at the event (Society provided)

Four (4) co-branded banners (Society provided)

Opportunity to display company banner within promotional space

Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION

Company name featured on all collateral, website, and social media platforms

ie: "Construction vs. Cancer Las Vegas Presented by \_\_\_\_\_"

Company logo placement on  
Home page of the event website  
Sponsor page of the event website  
Social media platforms (6 posts)  
All print collateral materials  
All event t-shirts (approx. 500)

Post event recognition as Presenting Sponsor



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## DIAMOND | \$20,000

MULTIPLE AVAILABLE

### RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Opportunity for media interviews prior to and during event
- Thirty-five (35) Early Access Passes for company employees and families
- Twenty (20) donated Early Access Passes for a local children's organization of your choice

### VISIBILITY ON EVENT DAY

- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- Two (2) co-branded banners (Society provided)
- Opportunity to display company banner within promotional space
- Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION/LOGO PLACEMENT ON

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (4 posts)
- All print collateral materials
- Back of event t-shirts (approx. 500)

## PLATINUM | \$10,000

MULTIPLE AVAILABLE

### RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Opportunity for media interview (1) during event
- Twenty-five (25) Early Access Passes for company employees and families
- Fifteen (15) donated Early Access Passes for a local children's organization of your choice

### VISIBILITY ON EVENT DAY

- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to display company banner within promotional space
- Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION/LOGO PLACEMENT ON

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (3 posts)
- All print collateral materials
- Back of event t-shirts (approx. 500)





## **GOLD | \$5,000**

**MULTIPLE AVAILABLE**

### **RIGHTS AND BENEFITS**

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children's organization of your choice

### **VISIBILITY ON EVENT DAY**

- Verbal recognition from the stage
- Promotional space (10x10) at the event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to distribute Society-approved company products or materials

### **BRAND RECOGNITION/COMPANY NAME PLACEMENT ON**

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)

## **SILVER | \$2,500**

**MULTIPLE AVAILABLE**

### **RIGHTS AND BENEFITS**

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Ten (10) Early Access Passes for company employees and families
- Five (5) donated Early Access Passes for a local children's organization of your choice

### **VISIBILITY ON EVENT DAY**

- Verbal recognition from the stage

### **BRAND RECOGNITION/COMPANY NAME PLACEMENT ON**

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)

## **BRONZE | \$1,000**

**MULTIPLE AVAILABLE**

### **RIGHTS AND BENEFITS**

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)

### **BRAND RECOGNITION/COMPANY NAME PLACEMENT ON**

- Sponsor page of the event website







## REGISTRATION SPONSOR | \$7,500

1 AVAILABLE

### RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children's organization of your choice

### VISIBILITY ON EVENT DAY

- Opportunity for employees to wear company shirts while manning the registration tent
- Verbal recognition from the stage
- One (1) co-branded banner (Society provided)
- Opportunity to display company banner within registration tent

### BRAND RECOGNITION/COMPANY NAME PLACEMENT ON

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)

## WALL OF HOPE SPONSOR | \$5,000

1 AVAILABLE

### RIGHTS AND BENEFITS

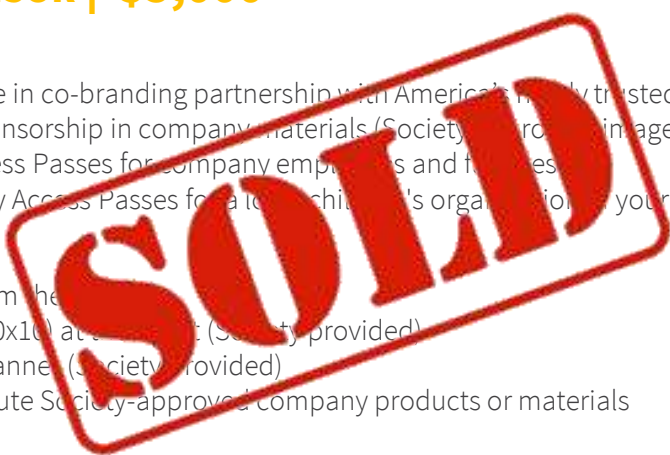
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials (Society to provide images)
- Twenty (20) Early Access Passes for company employees and families
- Ten (10) donated Early Access Passes for a local children's organization of your choice

### VISIBILITY ON EVENT DAY

- Verbal recognition from the stage
- Promotional space (10x10) at event (Society provided)
- One (1) co-branded banner (Society provided)
- Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION/COMPANY NAME PLACEMENT ON

- Home page of the event website
- Sponsor page of the event website
- Social media platforms (2 posts)
- Back of event t-shirts (approx. 500)





## SANDBOX SPONSOR | \$5,000

(VALUED AT \$10,000 LEVEL)

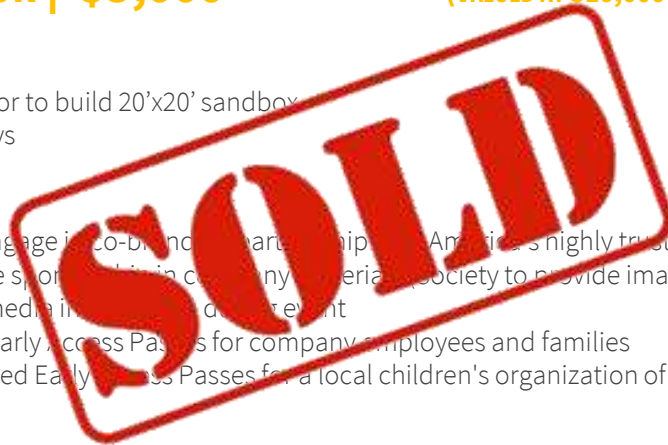
1 AVAILABLE

### SPONSOR TO PROVIDE

Materials and labor to build 20'x20' sandbox  
1,000 sandbox toys

### RIGHTS AND BENEFITS

Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information  
Rights to promote sponsor within company materials (Society to provide images)  
Opportunity for media in coverage of event  
Twenty-five (25) Early Access Passes for company employees and families  
Fifteen (15) donated Early Access Passes for a local children's organization of your choice



### VISIBILITY ON EVENT DAY

Speaking opportunity during the program and verbal recognition from the stage  
Promotional space (10x10) at the event (Society provided)  
One (1) co-branded banner (Society provided)  
Opportunity to display company banner within promotional space  
Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION/LOGO PLACEMENT ON

Home page of the event website  
Sponsor page of the event website  
Social media platforms (3 posts)  
All print collateral materials  
Back of event t-shirts (approx. 500)



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## SWAG BAG SPONSOR | IN-KIND

(VALUED AT \$5,000 LEVEL) 1 AVAILABLE

### SPONSOR TO PROVIDE

1,000 filled themed swag bags

### RIGHTS AND BENEFITS

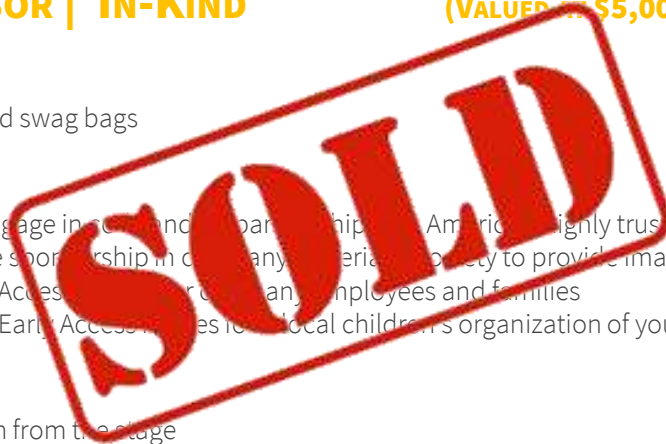
Opportunity to engage in new and meaningful partnerships with America's highly trusted source of cancer information  
Rights to promote sponsorship in company materials (Society to provide images)  
Twenty (20) Early Access passes for company employees and families  
Ten (10) donated Early Access passes to a local children's organization of your choice

### VISIBILITY ON EVENT DAY

Verbal recognition from the stage  
Promotional space (10x10) at the event (Society provided)  
One (1) co-branded banner (Society provided)  
Opportunity to distribute Society-approved company products or materials

### BRAND RECOGNITION/COMPANY NAME PLACEMENT ON

Home page of the event website  
Sponsor page of the event website  
Social media platforms (2 posts)  
Back of event t-shirts (approx. 500)



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# CONSTRUCTION VS. CANCER LAS VEGAS 2020

## COMMITMENT FORM

NAME(S): \_\_\_\_\_

CORPORATION NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

NAME (AS IT WILL APPEAR IN PRINT FOR RECOGNITION): \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY / STATE / ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_ Fax: \_\_\_\_\_

ASSISTANT'S NAME: \_\_\_\_\_ ASSISTANT'S PHONE: \_\_\_\_\_

ASSISTANT'S EMAIL: \_\_\_\_\_

### COMMITMENT LEVEL

- \$50,000 PRESENTING SPONSOR     \$5,000 GOLD SPONSOR     \$7,500 REGISTRATION SPONSOR     IN-KIND SWAG BAG SPONSOR
- \$20,000 DIAMOND SPONSOR     \$2,500 SILVER SPONSOR     \$5,000 WALL OF HOPE SPONSOR
- \$10,000 PLATINUM SPONSOR     \$1,000 BRONZE SPONSOR     \$5,000 SANDBOX SPONSOR

### PLEASE CHARGE OUR CREDIT CARD (OR PLEASE SEND A CHECK TO THE ADDRESS BELOW)

CARD TYPE:     VISA     MASTERCARD     AMERICAN EXPRESS     DISCOVER

TOTAL AMOUNT TO BE CHARGED TO THE CREDIT CARD: \$ \_\_\_\_\_

CARDHOLDER NAME: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

3-DIGIT SECURITY CODE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**PLEASE EMAIL YOUR LOGO AS SOON AS POSSIBLE IN PNG OR JPEG AS WELL AS A HIGH RESOLUTION (VECTOR) FILE SUCH AS EPS., AI TO**

[CHRISTINA.CAPPELLO@CANCER.ORG](mailto:CHRISTINA.CAPPELLO@CANCER.ORG)

**T-SHIRT LOGO DEADLINE: JANUARY 13, 2020 (BASED ON SPONSORSHIP LEVEL)**

PLEASE EMAIL COMPLETED FORM TO [CHRISTINA.CAPPELLO@CANCER.ORG](mailto:CHRISTINA.CAPPELLO@CANCER.ORG)

OR MAIL TO

AMERICAN CANCER SOCIETY ATTN: CHRISTINA CAPPELLO

6165 S. RAINBOW BLVD, LAS VEGAS, NV 89118

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