

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$25,000 (Sold)

Premier Exclusive Level

- Reserved VIP seating for three (3) tables of eight (8) at the event
- Verbal recognition
- Opportunity to have a spokesperson address attendees as part of the evening program

VIP Party

- Entrance for the reserved party of twenty-four (24) to the exclusive VIP Party held prior to the event

Invitation

- Exclusively recognized as Presenting Sponsor on the Save the Date
- Recognition as Presenting Sponsor with your company logo prominently featured in color on the front of the invitation

Program

- Recognition as Presenting Sponsor with your company logo prominently featured on the front of the printed program
- Full-page recognition ad in an optimal location within the printed program
- Opportunity to place a personalized letter to attendees in the printed program

Promotions

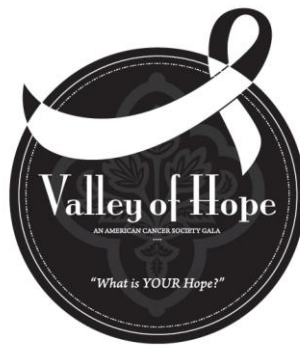
- Recognition as Presenting Sponsor with your company name and logo on all promotional material with premium placement, including print and electronic media, brochures, and radio/TV spots and billboards

Event Visibility

- Recognition as Presenting Sponsor with your company logo prominently featured in color on all sponsor recognition material
- Dinner tent named after Presenting Sponsor with banner inside "Welcome to the _____ Dinner Pavilion"

Other

- Table Concierge
- Twelve (12) Tribute & Memorial opportunities



PLATINUM SPONSOR \$15,000

Premier Industry Exclusive Level

- Reserved VIP seating for two (2) tables of ten (10) at the event
- Verbal recognition

VIP Party

- Entrance for the reserved party of twenty (20) to the exclusive VIP Party held prior to the event

Invitation

- Recognition as a Platinum Sponsor with your company logo featured in color on the front of the invitation

Program

- Recognition as a Platinum Sponsor with your company logo featured on the front of the printed program
- Full-page recognition ad in a premier location within the printed program
- Opportunity to place a personalized letter to attendees in the printed program

Promotions

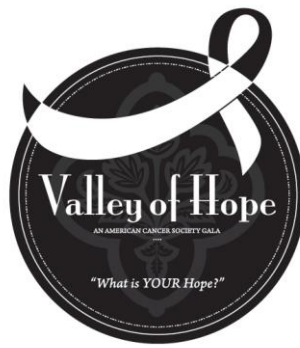
- Recognition as a Platinum Sponsor with your company name and logo on all promotional material with premium placement, including print and electronic media, brochures, and radio/TV spots and billboards

Event Visibility

- Recognition as a Platinum Sponsor with your company logo featured in color on all sponsor recognition material

Other

- Table Concierge
- Ten (10) Tribute & Memorial opportunities



GOLD \$10,000

Premier Level

- Reserved VIP seating for two (2) table of eight (8) at the event
- Verbal recognition

VIP Party

- Entrance for the reserved party of sixteen (16) to the exclusive VIP Party held prior to the event

Invitation

- Recognition as a Gold Sponsor with your company logo featured in color on the invitation

Program

- Recognition as a Gold Sponsor with your company logo prominently featured in the printed program
- Full-page recognition ad within the printed program

Promotions

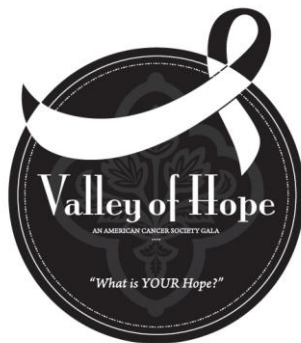
- Recognition as a Gold Sponsor with your company name and logo on all promotional material with premium placement, including print and electronic media, brochures, and radio/TV spots and billboards

Event Visibility

- Recognition as a Gold Sponsor with your company logo featured on all sponsor recognition material

Other

- Table Concierge
- Eight (8) Tribute & Memorial opportunities



SILVER SPONSOR \$5,000

Premier Reserved Seating

- Reserved seating for one (1) table of ten (10) at the event
- Verbal recognition

VIP Party

- Entrance for the reserved party of ten (10) to the exclusive VIP Party held prior to the event

Invitation

- Recognition as a Silver Sponsor with your company logo featured on the invitation

Program

- Recognition as a Silver Sponsor with your company logo featured in the printed program
- Half-page recognition ad within the printed program

Promotions

- Company name and logo will be included on all promotional material, including print and electronic media, brochures, and radio/TV spots and billboards

Event Visibility

- Recognition as a Silver Sponsor with your company logo featured on all sponsor recognition material

Other

- Five (5) Tribute & Memorial opportunities

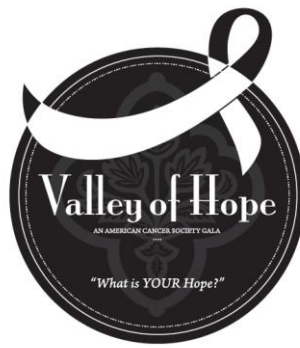


TABLE SPONSOR \$2,500

Reserved Seating

- Reserved seating for one (1) table of eight (8) at the event

VIP Party

- Entrance for eight (8) to the exclusive VIP Party held prior to the event

Program

- Recognition as a Table Sponsor with your company name featured in the printed program

Event Visibility

- Recognition as a Table Sponsor with your company name featured on all sponsor recognition material

DIAMOND SPONSOR \$1,500

Reserved Seating

- Reserved seating for four (4) attendees at the event

Program

- Recognition as a Diamond Sponsor with your company name featured in the printed program

Event Visibility

- Recognition as a Diamond Sponsor with your company name featured on all sponsor recognition material

SUPPORTING SPONSOR \$500

Reserved Seating

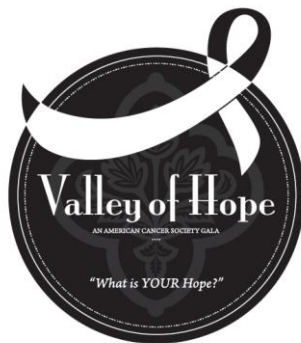
- Reserved seating for two (2) attendees at the event

Program

- Recognition as a Supporting Sponsor with your company name featured in the printed program

Event Visibility

- Recognition as a Diamond Sponsor with your company name featured on select sponsor recognition material



UNDERWRITING AND PROMOTIONAL OPPORTUNITIES

VIP PARTY \$10,000

- Company name or logo will prominently appear in the VIP Lounge with additional exclusive advertising opportunities
- 1/2 page recognition ad within the printed program
- Recognition as VIP Party Underwriter with your company logo featured on the invitation
- Premier reserved seating for one (1) table of ten (10) at the event with a table concierge
- Entrance for ten (10) to the exclusive VIP Party held prior to the event
- Recognition as VIP Party Underwriter with your company name on select promotional material
- Verbal recognition at event

ENTERTAINMENT \$7,500 (Sold)

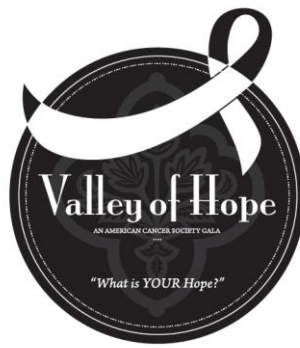
- Company name or logo will prominently appear on the entertainment stage
- Company name or logo will prominently appear on the entertainment page in the printed program
- Recognition as Entertainment Underwriter with your company logo featured on the invitation
- Premier reserved seating for one (1) table of ten (10) at the event with a table concierge
- Entrance for ten (10) to the exclusive VIP Party held prior to the event
- Recognition as Entertainment Underwriter with your company name on select promotional material
- Verbal recognition at event

WINE GLASSES \$5,000

- Company name or logo will prominently appear on the wine glasses placed at each table setting and used at the beverage stations
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Company name or logo will be included on select promotional material
- Verbal recognition at event

VOLUNTEER T-SHIRTS AND HOSPITALITY \$5,000

- Company name or logo will be printed on the back of t-shirts worn by all event volunteers
- Company name or logo visibly displayed by dinner and drink service staff
- Company logo will appear in printed program
- Reserved seating for one (1) table of eight (8) at the event
- Company name or logo will be included on select promotional material
- Verbal recognition at event



MOBILE BIDDING \$5,000

- Company name or logo will be prominently displayed in the mobile bidding application and on mobile bidding signage
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Company name or logo will be included on select promotional material
- Verbal recognition at event

DEPARTING GIFT \$5,000

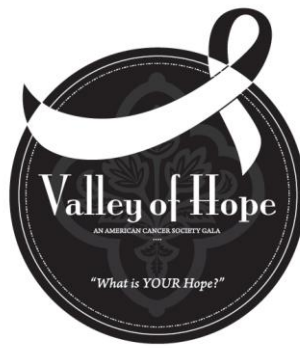
- Company name or logo will be prominently displayed on the departing gift offered to each guest
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Company name or logo will be included on select promotional material
- Verbal recognition at event

VALET \$5,000

- Two (2) cars displayed at the check-in area with company logo displayed with the opportunity to leave a business card/promotional item in each vehicle
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Company name or logo will be included on select promotional material
- Verbal recognition at event

BEVERAGE STATION \$3,500

- Company name and/or logo will be prominently displayed on signage by the beverage station and on the cocktail napkins
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Verbal recognition at event

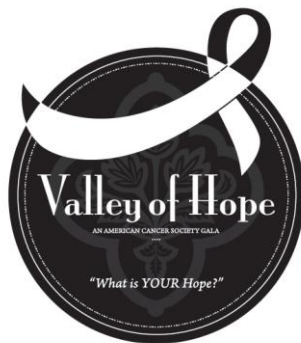


EVENT DÉCOR \$3,500

- Company name and/or logo will appear on the table décor at each table
- Company logo will appear in the printed program
- Reserved seating for one (1) table of eight (8) at the event
- Verbal recognition at event

EVENING ACTIVITIES \$1,500 EACH

- Company name displayed at one of the event activities
- Company name will appear in the printed program
- Reserved seating for two (2) attendees at the event



SPONSOR COMMITMENT FORM

Yes! We will support the American Cancer Society by sponsoring the Valley of Hope Gala on October 6, 2018 at the following level(s):

SPONSOR LEVELS

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor - \$25,000 (Sold) | <input type="checkbox"/> Table Sponsor - \$2,500 |
| <input type="checkbox"/> Platinum Sponsor - \$15,000 | <input type="checkbox"/> Diamond Sponsor - \$1,500 |
| <input type="checkbox"/> Gold Sponsor - \$10,000 | <input type="checkbox"/> Supporting Sponsor - \$500 |
| <input type="checkbox"/> Silver Sponsor - \$5,000 | <input type="checkbox"/> General Donation |

UNDERWRITING/PROMOTIONAL LEVELS

- | | |
|---|---|
| <input type="checkbox"/> VIP Party - \$10,000 | <input type="checkbox"/> Departing Gift - \$5,000 |
| <input type="checkbox"/> Entertainment - \$7,500 (Sold) | <input type="checkbox"/> Valet - \$5,000 |
| <input type="checkbox"/> Wine Glasses - \$5,000 (Sold) | <input type="checkbox"/> Beverage Station - \$3,500 |
| <input type="checkbox"/> Volunteer T-Shirts - \$5,000 | <input type="checkbox"/> Event Décor - \$3,500 |
| <input type="checkbox"/> Mobile Bidding - \$5,000 | <input type="checkbox"/> Evening Activities - \$1,500 |

SPONSOR INFORMATION

Please select category:

- Corporate Individual Foundation

Contact Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email Address: _____

- I would I would not like my name/company to appear in event materials.

Please indicate how your name/company should be listed on Valley of Hope materials. Company logo is due by August 1, 2018 for program inclusion.

Please provide your company logo electronically in JPG and EPS (Adobe Illustrator CS with outlined fonts) file formats, in both grayscale and color. **NOTE:** EPS is the only file format that can be accepted for inclusion on print materials.

Signature: _____ Date: _____

PAYMENT INFORMATION

- Visa MasterCard American Express Check

Account # _____ Expiration Date: _____ 3/4 Digit Code: _____

Name on Card: _____ Billing Address: _____

SEND COMPLETED FORM ATTENTION:

American Cancer Society
1831 Truxtun Ave, Ste. 150
Bakersfield, CA 93301
Fax: 661.327.2921 Office: 661.327.7827

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us any time at 1-800-227-2345.

TAX ID# 13-1788491 ESTIMATED FAIR MARKET VALUE OF EACH TICKET IS \$50. PER IRS REGULATIONS, THE TAX DEDUCTION IS LIMITED TO THE EXCESS OF THE PAYMENT OVER THE FAIR MARKET VALUE.