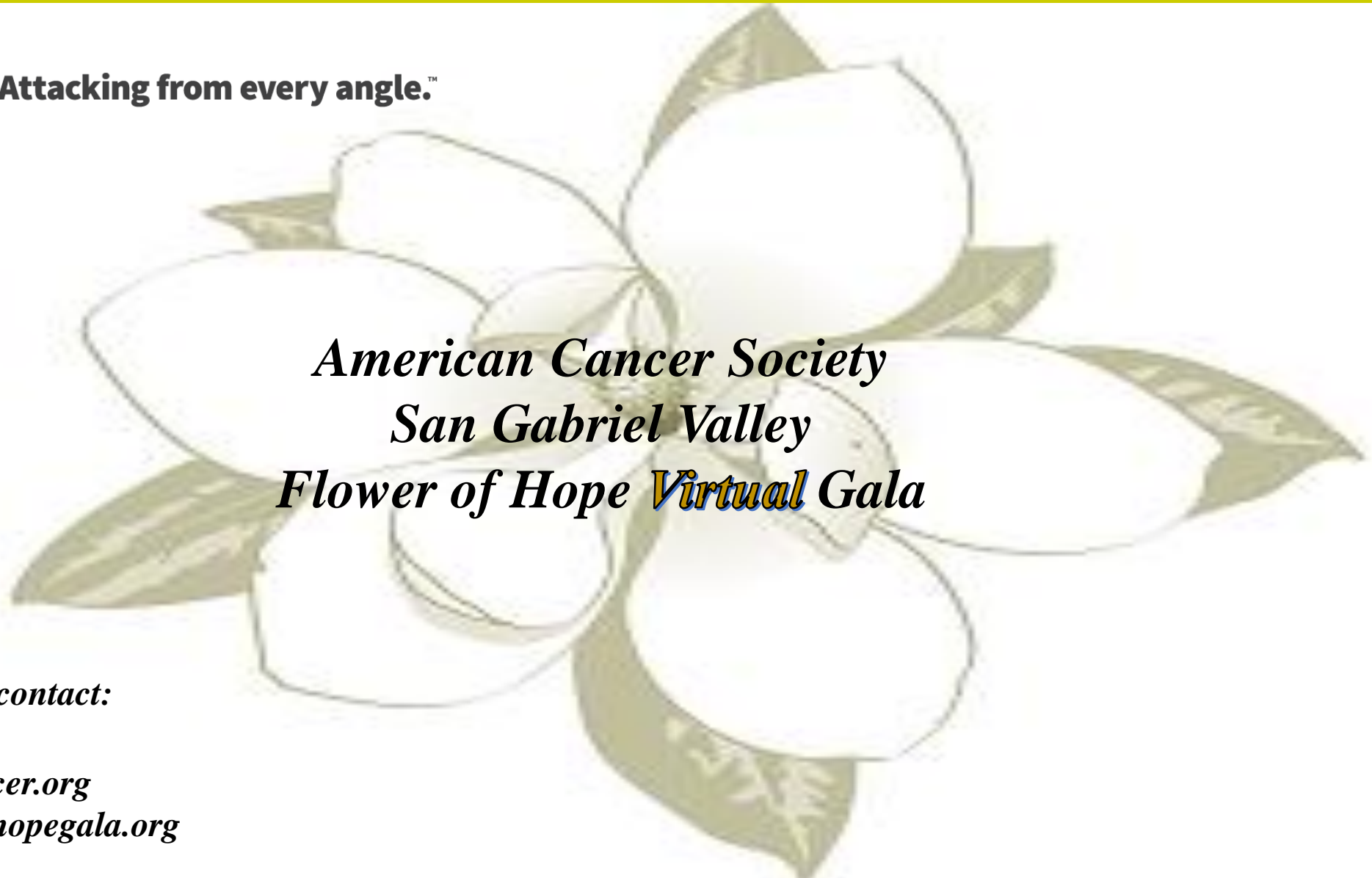




**American
Cancer
Society®**

Attacking from every angle.™



*American Cancer Society
San Gabriel Valley
Flower of Hope **Virtual** Gala*

For Information contact:

Robin Hall

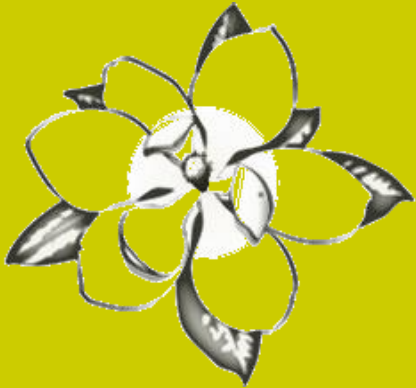
Robin.Hall@cancer.org

website:www.sgwhopegala.org



OUR MISSION IS SIMPLE. SAVE LIVES AND CELEBRATE LIFE. EVERY SINGLE DAY.

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. Progress in the war against cancer has triggered a 29% decline in U.S. deaths over the past two decades, but we can't stop there. Over 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 606,520 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds. Today we ask you to join us as a united force against all cancers through your participation in our virtual Flower of Hope Gala on November 7, 2020 in Pasadena CA.



In the face of COVID-19, the American Cancer Society is continuing our lifesaving mission throughout the nation. As the virus spreads without discrimination across the country, cancer patients are placed in the eye of the storm with unique clinical, social, and financial disadvantages. In all communities, cancer patients and their caregivers need us to forge ahead with our work - including research, patient services, information and resource sharing, education, and advocacy.

Because of this and for the safety of our guests, we are shifting the delivery for this year's event. We hope we can still count on you for support, because we know that cancer patients need us now, more than ever. We are helping patients through this pandemic, and we will continue to be here to help when it is safer for everyone. If you can, we hope you will consider joining us in our effort.



ABOUT THE 2020 FLOWER OF HOPE VIRTUAL GALA



Event History

The Flower of Hope Gala (also known as the San Gabriel Valley Hope Gala) was founded in 2010. The event has raised more than 1.2 million dollars for patient services and ongoing research advancement. The event draws an average attendance of 200 people every year from Pasadena and surrounding areas of San Gabriel Valley. The success of the Gala primarily relies on volunteer engagement. For the past 11 years, we have wonderful volunteers that have come along to help successfully execute the Gala.

Why Support

According to the American Cancer Society, approximately over 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 606,520 Americans will lose their battle - that's over 1,600 people a day. You can help create a world with less cancer and more birthdays by celebrating with us at the 2020 Flower of Hope Gala. Please find enclosed detailed information about the various sponsorship and support opportunities.

2020 Sponsorship Opportunities

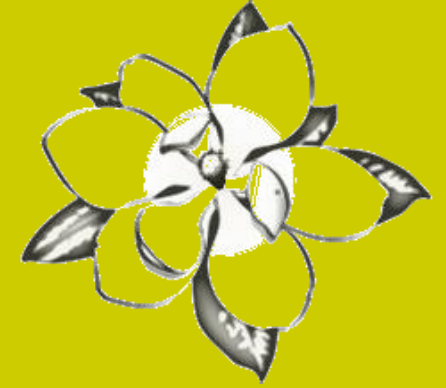


Rose Sponsor Level: \$25,000

Recognition/Benefits

- Name/Logo recognition on event website
- Name/Logo on Digital Save The Date, Invitation & Program
- Name/Logo on Mobile Bidding site
- Recognition on Flower of Hope Gala live stream event
- Sponsor Videos to air during Gala live stream event & post event on social media channels
- Mission Moment Videos presented by your company
- Social Media Integration: Facebook, Instagram & LinkedIn
- Name/Logo recognition in all press releases
- Full page ad in digital program book
- Opportunity to host a Virtual Networking Session with Flower of Hope sponsors
- Receive a Flower of Hope Care Package to enjoy during the live stream event
- Celebrity Sponsor Call Outs during Flower of Hope Gala (subject to availability)

2020 Sponsorship Opportunities



Orchid Sponsor Level: \$10,000

Recognition/Benefits

- Name/Logo recognition on event website
- Name/Logo on Digital Save The Date, Invitation & Program
- Name/Logo on Mobile Bidding site
- Name/Logo on Flower of Hope Gala live stream event
- Social Media Integration: Facebook, Instagram & LinkedIn
- Name/Logo recognition in all press releases
- Full page ad in digital program book
- Invite to attend a Virtual Networking Session with Flower of Hope sponsors
- Receive the Flower of Hope Care Package to enjoy during the live stream event

2020 Sponsorship Opportunities



Cherry Blossom Sponsor Level: \$5,000

Recognition/Benefits

- Name/Logo recognition on event website
- Name/Logo on Digital Save The Date, Invitation & Program
- Name/Logo on Mobile Bidding site
- Name/Logo on Flower of Hope live stream event
- Social Media Integration : Facebook, Instagram & LinkedIn
- Full page ad in digital program book
- Invite to attend a Virtual Networking Session with Flower of Hope sponsors

2020 Sponsorship Opportunities



Table Host: \$2,000

Recognition/Benefits

- ▶ Join us as a virtual table host! Invite friends, family and colleagues to donate to virtually “sit” at your Flower of Hope table and view the event from the comfort of your home. Table hosts that raise at least \$2,000 prior to the event will be recognized during the virtual Gala and on our social media channels and receive a watch party package sent to one home or virtual gift bag for 10. To create your virtual table and join the fight, RSVP to Robin.Hall@cancer.org

Digital Program Book



- ▶ **Full Page Ad (Donation: \$600)**
- ▶ **Half Page Ad (Donation: \$400)**
- ▶ **Business Card Ad (Donation:\$150)**

Note: For program book graphics should be in pdf, color, or black/white

2020 Sponsorship Commitment Form

Corporation Name: _____

Individual's _____ Title: _____

How would you like to be listed in print? _____

Address: _____ City/State/Zip: _____

Email _____ Phone: _____

Commitment Level:

Sponsorship Levels

- \$25,000 Rose Sponsor
- \$10,000 Orchid Sponsor
- \$5,000 Cherry Blossom Sponsor
- \$2,000 Table Host

Program Book

- \$600 Full Page Ad
- \$400 Half Page Ad
- \$150 Business Card Ad

**Please Send Completed Form by 10/9/20 to: American Cancer Society, 100 Corporate Pointe, Suite #350, Culver City, CA 90230
Attn: San Gabriel Valley Flower of Hope Gala or email to Robin.Hall@cancer.org Website: sgvhopegala.org**

Payment

- Enclosed is my check payable to the American Cancer Society
- Visa MC AMEX Please charge: \$ _____

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____

City/State/Zip: _____

Authorized Signature: _____

Your donations are tax deductible: American Cancer Society, Inc FEDERAL TAX ID: 13-1788491

THANKS TO GENEROUS DONATIONS

from individuals and corporate supporters like you, we continue fighting to free the world from the pain and suffering of cancer. [cancer.org](https://www.cancer.org) | 1.800.227.2345

For more information contact:

Robin Hall

Community Development Manager

Robin.hall@cancer.org

(626) 243-5608

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Culver City, CA 90230



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