

Inspiration Soiree

AN AMERICAN CANCER SOCIETY EVENT

What / Where / When

The American Cancer Society is excited to announce the inaugural Inspiration Soiree! This event will bring together up-and-coming young professionals from across all industries in southeastern Wisconsin in support of the fight against cancer. Join us in bringing the city of Milwaukee together for a full “Experience” offering three unique opportunities to get involved with the American Cancer Society, allowing corporations and individuals the ability to receive high exposure at a variety of events at one cost.

- “Inspiration Soirée” a young professionals event, to be held at the Brass Alley on **Friday, September 16, 2016**
- “Shoot Down Cancer,” a youth/community-based basketball shooting event in partnership with the Milwaukee Bucks, to be held at The BMO Harris Bradley Center on **Sunday, September 18, 2016**
- Signature “The MKE Experience” social event to be held at The Pritzlaff on **Friday, October 21, 2016**

Inspiration Soirée Sponsorship Opportunities

General Sponsorship Levels

Presenting Sponsor: \$10,000
Mardi Gras Sponsor: \$7,500
Bourbon Sponsor: \$5,000
French Quarter Sponsor: \$2,500
Bayou Sponsor: \$1,000

Unique Sponsorship Levels*

Bar Sponsor: \$7,500
Culinary Sponsor: \$5,000
Entertainment Sponsor: \$5,000
Departure Gifts Sponsor: \$2,500
Program Book Sponsor: \$1,000

**Unique Sponsorship Levels are exclusive high visibility opportunities and benefits/recognition are only for the “Inspiration Soiree” at The Brass Alley.*

You Accelerate Progress Against Cancer

Your support of the American Cancer Society advances a united force against every cancer, in every community, every day. We have already contributed to a 23% decline in cancer mortality since the early 1990s. And every day we help patients navigate the healthcare system, we answer their insurance questions, and we provide transportation and lodging that may be needed when treatment is far from home. We are also prioritizing development of young professionals in our community through the establishment of our Milwaukee Council, made up of 70+ highly engaged individuals uniting together to promote awareness of cancer prevention and survivorship in southeastern Wisconsin through education, fundraising and volunteerism. The “**Inspiration Soirée**” is being organized by several of these Council Members, and led by Justin Juley, Halley Shaw and Tori Tanaka.

Activat10n

Activat10n is a challenge for ten outstanding up-and-coming professionals to fundraise for the American Cancer Society’s mission leading up to the “**Inspiration Soirée.**” The Activat10n will earn individual recognition leading up to and the evening of the event, including an award for the top fundraiser. We encourage our corporate partners to nominate a candidate to this challenge, and fundraise for the fight against cancer as a part of your involvement. You have an opportunity to align your personal and professional brands with one of the most trusted and recognized nonprofits in the country through this employee engagement. With 97% brand awareness, the American Cancer Society is a valuable partner in building goodwill and tangible action within the community.

For additional information contact:

Kelsey Chapman | Development Manager, Distinguished Events
American Cancer Society | N19 W24350 Riverwood Drive | Waukesha, WI 53188
262.523.5507 (o) | 262.523.9433 (f) | kelsey.chapman@cancer.org | mkeexperience.org

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GENERAL SPONSORSHIP BENEFITS	PRESENTING \$10,000	MARDI GRAS \$7,500	BOURBON \$5,000	FRENCH QUARTER \$2,500	BAYOU \$1,000
“INSPIRATION SOIRÉE” TICKETS	20	16	14	10	6
“THE MKE EXPERIENCE” EVENT TICKETS	4 (Recognized as Silver Level Sponsor)	2			
OPPORTUNITY FOR REPRESENTATIVE TO ADDRESS AUDIENCE AT EVENT	✓				
ACKNOWLEDGEMENT/ BENEFITS AT ALL THREE EVENTS	✓				
“SHOOT DOWN CANCER” MATCH	✓ (Recognized as 90-minute Matcher)	✓ (Recognized as 60-minute Matcher)			
RECOGNITION IN ALL PRESS RELEASES	✓	✓	✓		
LOGO ON MARKETING COLLATERAL	✓	✓	✓	✓	
VERBAL RECOGNITION AT EVENT	✓	✓	✓	✓	
YP NEWSLETTER RECOGNITION	✓	✓	✓	✓	✓
INVITATION RECOGNITION	✓	✓	✓	✓	✓
PROGRAM BOOK RECOGNITION	✓	✓	✓	✓	✓
PROGRAM BOOK ADVERTISEMENT	FULL-PAGE B&W AD	HALF-PAGE B&W AD	HALF-PAGE B&W AD	¼ PAGE B&W AD	¼ PAGE B&W AD
EVENT WEBSITE RECOGNITION	LANDING PAGE	✓	✓	✓	✓
NIGHT-OF-EVENT SPONSORSHIP SIGNAGE	✓	✓	✓	✓	✓

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Unique Sponsorship Benefits

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\$7,500 – Bar Sponsor

- 16 Tickets to the Inspiration Soiree
- 2 Tickets to the Milwaukee Experience
- Access to VIP Lounge
- Logo/name on all collateral materials (invitation, program book)
- Logo/name on signage in all bar areas and cocktail napkins
- Verbal recognition at the event
- Logo/name on event website and social media

\$5,000 – Culinary Sponsor

- 10 Tickets to the Inspiration Soiree
- Access to VIP Lounge
- Logo/name on all collateral materials (invitation, program book)
- Logo/name on signage at all food stations
- Logo/name on signage at every bar
- Logo/name on event website and social media

\$5,000 – Entertainment Sponsor

- 10 Tickets to the Inspiration Soiree
- Logo/name on all collateral materials (invitation, program book)
- Logo/name on signage on event stage(s)
- Logo/name on event website and social media

\$2,500 – Departure Gifts Sponsor

- 6 Tickets to the Inspiration Soiree
- Logo/name on all collateral materials (invitation, program book)
- Logo/name on departure gifts (TBD)
- Logo/name on event website and social media

\$1,000 – Program Book Sponsor

- 4 Tickets to the Inspiration Soiree
- Logo/name on all collateral materials (invitation, program book)
- Logo/name on event website and social media

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SPONSORSHIP & UNDERWRITING COMMITMENT FORM

As it will appear in print.

Corporation/Individual Name: _____

Contact Name: _____

Title: _____

Mailing Address: _____

City/State/Zip: _____

E-mail: _____

Phone: _____ Fax: _____

ACTIVAT10N is a challenge for ten outstanding individuals to fundraise for the American Cancer Society's mission leading up to the Inspiration Soiree on September 16 to earn individual recognition, including an award for the top fundraiser.

Selection	General Sponsorship Opportunity
	\$10,000 - Presenting Sponsor
	\$7,500 - Mardi Gras Sponsor
	\$5,000 - Bourbon Sponsor
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Payment Information:

Please contact us to confirm our nomination of an up-and-coming leader from our company to fundraise as a part of the **Activat10n** fundraising challenge, encouraging young leaders to raise \$1,000+ by September 16 for the American Cancer Society.

Enclosed is our check made payable to the:
American Cancer Society

Please send me an invoice.

Please have ACS Staff call me to pay via credit card.

\$_____ Other Donation Amount

Please mail, fax or e-mail this form to American Cancer Society office. Information listed below.

Individual sponsor benefit descriptions/fair market value information is available on request.

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