



*Your Sponsorship Helps Save Lives.*

Through your sponsorship, you are making the greatest impact on the cancer burden. The American Cancer Society works tirelessly to improve and save lives from every type of cancer, in every community, every day.

We are also prioritizing colorectal cancer screening. Colon cancer is one of the few cancers prevented through screening, yet many go unscreened leading to needless death and suffering. With your support, we can increase the colorectal cancer screening rates in Wisconsin.



**YOUR SPONSORSHIP ALLOWS US TO DO THE MOST TO HELP PEOPLE WITH CANCER TODAY.** We're here 24 hours a day, seven days a week to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options, and free services like transportation to and from cancer treatment or a free place to stay while receiving treatment away from home.



**YOUR SPONSORSHIP CAN HELP US FIND CANCER'S CAUSES AND CURES THROUGH GROUNDBREAKING RESEARCH.**

As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. In 2015, we marked a 23 percent decline in cancer death rates since 1991. We fund cutting-edge researchers early in their careers. Our track record of having funded 47 Noble Prize winners demonstrates our ability to identify the best and brightest ideas.



**YOUR SPONSORSHIP HELPS DISCOVER NEW WAYS TO PREVENT CANCER, FIND IT AT ITS EARLIEST, MOST TREATABLE STAGE, AND HELPS PEOPLE TAKE STEPS TO STAY HEALTHY.**

A substantial portion of cancers can be prevented if people did what we know works: avoid tobacco, maintain a healthy weight through diet and exercise, and get recommended cancer screenings. We spread the word in communities across the country and advocate for policies that help keep everyone healthy.

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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## *What / Where / When*

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The American Cancer Society is excited to announce the second annual one-of-a-kind event, **The MKE Experience!** Join us in bringing the city of Milwaukee together for a full “Experience” offering two 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 29, 2017**
- Signature “The MKE Experience” social event to be held at the Hilton Milwaukee City Center on **Friday, October 20, 2017**

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## *Sponsorship Opportunities*

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### General Sponsorship Levels

Key Sponsor: \$25,000\*  
Diamond Sponsor: \$15,000\*  
Platinum Sponsor: \$10,000  
Gold Sponsor: \$7,500  
Silver Sponsor: \$5,000  
Bronze Sponsor: \$2,500

\*\$15,000+ Levels include sponsorship acknowledgement/benefits at BOTH events.

### Unique Sponsorship Levels\*\*

Live Band/Entertainment Sponsor: \$15,000  
Beverages/Bar Sponsor: \$10,000  
Mobile Bidding Sponsor: \$7,500  
Valet Sponsor: \$5,000  
Departure Gifts Sponsor: \$3,500  
Program Books Sponsor: \$2,500

\*\*Unique Sponsorship Levels are exclusive high visibility opportunities for *The MKE Experience* event at the Hilton Milwaukee.

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## *Brand Value*

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You have an opportunity to align your personal and professional brands with one of the most trusted and recognized nonprofits in the country. With 97% brand awareness, the American Cancer Society is a valuable partner in building goodwill and tangible action within the community. Additionally, more than 80% of employees had an improved affinity for their employers when their engagement opportunities with the Society were shared.

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<i>General Sponsorship Benefits</i>	KEY \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500
"MKE EXPERIENCE" TICKETS	20	16	14	10	8	8
"INSPIRATION SOIRÉE" EVENT TICKETS	15 (Recognized as Platinum Sponsor)	10 (Recognized as Gold Sponsor)	5	2	2	2
OPPORTUNITY FOR REPRESENTATIVE TO ADDRESS AUDIENCE AT EVENT	✓					
ACKNOWLEDGEMENT/ BENEFITS AT BOTH EVENTS	✓	✓				
RECOGNITION IN ALL PRESS RELEASES	✓	✓	✓			
VIP LOUNGE ACCESS AT MKE EXPERIENCE	✓	✓	✓			
VERBAL RECOGNITION AT EVENT	✓	✓	✓	✓		
SAVE-THE-DATE RECOGNITION	✓	✓	✓	✓	✓	
INVITATION RECOGNITION	✓	✓	✓	✓	✓	
PROGRAM BOOK RECOGNITION	✓	✓	✓	✓	✓	
PROGRAM BOOK ADVERTISEMENT	TWO-PAGE COLOR AD	FULL-PAGE COLOR AD	FULL-PAGE B&W AD	½ PAGE B&W AD	¼ PAGE B&W AD	
EVENT WEBSITE RECOGNITION	LANDING PAGE	✓	✓	✓	✓	✓
NIGHT-OF-EVENT SPONSORSHIP REEL	✓	✓	✓	✓	✓	✓

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## *Unique Sponsorship Benefits*

*Unique Sponsorship Levels are exclusive high visibility opportunities for The MKE Experience event at the Hilton Milwaukee.*

### **\$15,000 – Live Band/Entertainment Sponsor**

- 10 Tickets to the Experience
- Access to VIP Lounge
- Logo/name on all collateral materials (save the date, invitation, program book)
- Logo/name on main stage signage
- Verbal recognition at the event
- 5 Tickets to Inspiration Soiree (Recognized as Gold Sponsor)

### **\$10,000 – Beverages/Bar Sponsor**

- 10 Tickets to the Experience
- Access to VIP Lounge
- Logo/name on all collateral materials (save-the-date, invitation, program book)
- Logo/name on cocktail napkins
- Logo/name on signage at every bar

### **\$7,500 – Mobile Bidding Sponsor**

- 8 Tickets to the Experience
- Logo/name on all collateral materials (save-the-date, invitation, program book)
- Logo/name on signage in the auction display area(s)
- Logo/name on every mobile device for the auction throughout the duration of the evening

### **\$5,000 – Valet Sponsor**

- 6 Tickets to the Experience
- Logo/name on all collateral materials (save-the-date, invitation, program book)
- Logo/name displayed on sandwich boards at the valet parking area
- Opportunity to provide a branded take home favor\* in cars as guests leave the venue  
*\*Take home favor is provided at the expense of the sponsor*

### **\$3,500 – Departure Gifts Sponsor**

- 4 Tickets to the Experience
- Logo/name on all collateral materials (save-the-date, invitation, program book)
- Logo/name on guest departure gifts

### **\$2,500 – Program Book Sponsor**

- 4 Tickets to the Experience
- Logo/name on all collateral materials (save-the-date, invitation, program book)

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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: \_\_\_\_\_

**ANY LEVEL of sponsorship listed on this page may be directed to the American Cancer Society's 80% by 2018 colon cancer screening initiative to advance colorectal cancer screening priorities within Wisconsin's Community Health Centers.**

Selection	General Sponsorship Opportunity
	\$25,000 – Key Sponsor*
	\$15,000 – Diamond Sponsor*
	\$10,000 – Platinum Sponsor
	\$7,500 – Gold Sponsor
	\$5,000 – Silver Sponsor
	\$2,500 – Bronze Sponsor

\*\$15,000+ levels include sponsorship acknowledgement/benefits at BOTH events.

Selection	Unique Sponsorship Opportunity
	\$15,000 – Live Band/Entertainment
	\$10,000 – Beverages/Bar
	\$7,500 – Mobile Bidding
	\$5,000 – Valet Service
	\$3,500 – Departure Gifts
	\$2,500– Program Books

### Payment Information:

- Please restrict our sponsorship to advance colorectal cancer screening priorities within Wisconsin's Community Health Centers – colorectal cancer can be prevented through screening.
- 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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