

RED, WHITE & BLUE PARTY

PARTY WITH A PURPOSE

Hosted by our Young Professionals Against Cancer (YPAC), the annual Red, White & Blue Party will be held on Friday, June 23, 2023, at Saratoga National Golf Club. We will be recognizing a local Hero who has been impacted by cancer, as well as a Champion of Hope who has been leading the way to end cancer in our community and beyond. This all-American-themed celebration will feature a gourmet BBQ, live music, games, and more!



QUESTIONS?

MARISSA.GEORGELAS@CANCER.ORG

518.288.7235



Every cancer. Every life.

YPAC is a group of emerging leaders in our community who serve as ambassadors and champions for the American Cancer Society and its mission. Led by the Associate Board of Ambassadors (ABOA), this group of young professionals helps us work to end cancer as we know it through different community, fundraising and volunteer initiatives throughout the year.

Red, White & Blue Party

2023 Partnership Opportunities

All sponsorships include recognition on invitation, website, in-person event signage, pre & post event emails and across social media platforms. Recognition will be presented based on level of commitment.

Presenting Sponsor..... \$20,000

- Premier logo placement on all digital & printed materials
- Admission for 20 with reserved VIP table seating
- Cobranded step & repeat banner where all guests will take pictures as they arrive
- Logo will be on all Young Professionals Against Cancer (YPAC) and Associate Board of Ambassador (ABOA) meeting agendas
- Opportunity to host an ABOA Board meeting at your work space

Stars & Stripes Sponsor..... \$7,500

- Admission for 10 with reserved VIP table seating
- Logo recognition on all digital & printed materials
- Logo will be on all Associate Board of Ambassador meeting agendas

Red Sponsor..... \$5,000

- VIP Admission for 8 with reserved VIP table seating
- Logo recognition on all digital & printed materials

White Sponsor..... \$3,000

- VIP Admission for 4
- Logo recognition on all digital & printed materials

Blue Sponsor.....\$2,000

- VIP Admission for 2
- Company name listed as sponsor on all digital & printed materials

The Red, White & Blue Party is an open seating event. Become a Presenting, Stars & Stripes, or Red Sponsor to receive a reserved table!

Red, White & Blue Party

Underwriting Sponsorship Opportunities

Increase your brand visibility with the following partnership opportunities:

VIP Section Sponsor | \$5,000

Have your brand showcased throughout our entire VIP Section, including but not limited to each entrance, the VIP Bar & food stations, and additional recognition in digital and print materials. Opportunity to provide branded materials in VIP picnic baskets.

Photobooth | \$4,000

Company logo featured on all printed and digital photobooth photos and on signage outside of the photobooth. Guests will get to keep their photos with your logo on it forever!



Entertainment Sponsor | \$3,000

Have your brand front and center on the stage where the band will keep the party going all night and where our guests will locate their attention for our awards ceremony. This sponsorship also includes shout-outs from the NY Players at the stage throughout the evening.

Valet | \$1,500

Logo on car hang tag that will be hung in each vehicle that utilizes valet service on the evening of the event. Opportunity to leave branded agreed upon gift in vehicles. Company would provide gift (IE: Tumbler, water bottle, candy)

Welcome Drink | \$1,200

Be the brand that greets our guests as they arrive to the party with a cocktail! Your company logo will be featured on all printed signage at drink station & co-branded with ACS on cups to be distributed from station. Opportunity to provide product if approved by the event caterer and additional branded materials for station- i.e. stir sticks, straws, coupon handouts.

Silent Auction | \$1,200

Make your brand the first thing people see when they go to bid on silent auction items! Logo will be visible both at the party and on our online bidding platform.



All underwriting opportunity sponsors will also be featured in a pre-event email
Underwriting opportunities do not include event tickets

PARTY WITH A PURPOSE

MISSION HIGHLIGHTS FROM 2022

Our Road To Recovery program is now operating in 34 markets, providing 4,100 rides.



In the Capital Region, we invested \$30,000 to provide transportation for cancer patients who otherwise wouldn't have a ride to their treatment at St. Peter's Health Partners and Albany Med.

We gave hope a home with lodging assistance.

Each year approximately 200,000 cancer patients must travel 40+ miles for treatment. We have saved over \$50 million in hotel costs.

29,000 cancer patients were served at our 30 Hope Lodges across the country. Hope Lodge stays are 100% free and can last as long as the patient needs.



In the Capital Region, we invested \$50,000 to provide free hotel lodging for patients traveling to Albany Med for cancer treatment.

After 2+ years of providing virtual support, we reopened our Hope Club doors in Latham to offer in person services, support groups & gatherings for survivors and anyone whose lives have been touched by cancer.



We are in our final year of the 3 year \$783,000 research grant awarded to Dr. Jeremy Logue, Ph. D. of Albany Med.

Dr. Logue is studying the way cancer cells migrate which is allowing us to learn how to stop cancer right here in the Capital Region.

The American Cancer Society is committed to removing barriers to care because research indicates that people with cancer who complete their prescribed treatment regimens have a far better prognosis than those who do not.

Sadly, some cancer patients delay or even cancel potentially lifesaving treatments because they don't have a ride or can't drive themselves or because they are unable to travel away from home to receive the treatment they need.

Inadequate access remains one of the biggest barriers to receiving treatment.

OUR REACH



Why Partner With ACS?



88%

The American Cancer Society continues to be a **highly trusted** source for cancer information, with **88% aided brand awareness** among consumers.*

*American Cancer Society Market Research: 2019 Brand Tracker



One in Three

say they are more likely to purchase a product if it's partnered with the ACS brand.*

*American Cancer Society Corporate Partnerships survey: September 2013



32%

US cancer death rate **dropped 32%** from 1991–2019 leading to **3.5 million lives** saved since 1991.

*American Cancer Society Cancer Facts & Figures 2023



ACS has invested **more than \$5 billion** in research since 1946.

Approximately 20,000 community members expected to attend our Capital Region Events in 2023

We have over 10,000 followers across our multiple social media pages

We have over 15,000 email recipients

We have over 3,400 Hope Club members

We are made up of hundreds of community partners and volunteers



[@AmericanCancerSocietyEvents](#)

[@MakingStridesAlbanyNY](#)

[@RFLNYCP](#)

[@hopeclub](#)

[@realkidswearpink518](#)



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[@albanystrides](#)

[@acs.hopeclub](#)

[@realkidswearpink](#)

2023 SPONSORSHIP COMMITMENT FORM

Please print information legibly and exactly as it should appear in all event publications.

Sponsorship Opportunity:

- ☐ Presenting Sponsor.....\$20,000
- ☐ Stars & Stripes Sponsor.....\$7,500
- ☐ Red Sponsor.....\$5,000
- ☐ White Sponsor.....\$3,000
- ☐ Blue Sponsor.....\$2,000

Underwriting

- ☐ VIP Sponsor.....\$5,000
- ☐ Entertainment Sponsor.....\$3,000
- ☐ Valet Sponsor.....\$1,500
- ☐ Welcome Drink.....\$1,200

General Donation: _____

Total Due: _____

Contact Information

Contact Name: _____

Sponsor Name To Be Recognized: _____

Address: _____

Email Address: _____ **Phone:** _____

Please sign below to confirm your commitment

Signature: _____

Date: _____

Billing Information

- ☐ Enclosed is my check made payable to the American Cancer Society.
- ☐ Please send an invoice to the address above.

*Alternate mailing address: _____

- ☐ Please charge my card *Name on Card _____

Card #: _____ Expiration Date: _____ Security code: _____

Billing Address: _____

Signature of Cardholder: _____

PLEASE COMPLETE & RETURN COMMITMENT FORM TO:

American Cancer Society • Attn: Marissa Georgelas • PO Box 1357 • New York, NY • 10018

Phone: 585-224-4905 • Marissa.Georgelas@cancer.org