

# RED, WHITE & BLUE PARTY

## PARTY WITH A PURPOSE

Hosted by our Professionals Against Cancer (PAC), the annual Red, White & Blue Party will be held on Friday, June 21, 2024, 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?

[Elizabeth.Hunter@cancer.org](mailto:Elizabeth.Hunter@cancer.org)



Every cancer. Every life.

PAC is a group of 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 professionals helps us work to end cancer as we know it through different community, fundraising, and volunteer initiatives throughout the year.

# 2023 Capital Region Mission Highlights



**334**

## **Free Rides**

were given to Capital Region residents to and from their cancer treatments.

Our Road To Recovery program is fully operating in Albany, Rensselaer, Schenectady, Saratoga, Warren & Washington Counties.



**\$30,000 Invested**

in the Capital Region to provide transportation for cancer patients who otherwise wouldn't have a ride to their treatment at St. Peter's Health Partners and Albany Medical Center

**3497 rides** provided with this support



**89**

## **Capital Region Residents**

stayed at an ACS Hope Lodge in 2023.

Those 89 residents spent **1,898 nights** completely free allowing them to travel for the best cancer treatment for them without having to find a place to stay or a way to pay.

This saved ~ **\$284,700** for Capital Region residents



**\$783,000 research grant**

We are in our final year of the 3 year 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.



**2752 Active Members**

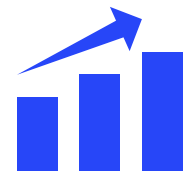
**588 New Members**

**551 Groups Held**

**167 Wigs Given**

at our HopeClub in Latham.

HopeClub offers a variety of emotional and support services for cancer patients and their families such as support groups, weekly community lunches, wellness programs and so much more!



**\$40,000**

## **Quality Improvement**

Grants provided to increase the access and affordability of breast cancer screenings at both Saratoga Hospital and St. Peter's Health System

**On behalf of the patients & families we serve in the Capital Region, THANK YOU.**



## MEET OUR 2024 CHAMPIONS OF HOPE

Bill Miller & Sean Willcoxon are both longtime supporters, advocates and volunteers for the Capital Region American Cancer Society.

Bill kickstarted his engagement with our local American Cancer Society in 2020 by joining the nationally ranked Capital Region Men Wear Pink Campaign. Since then, Bill has launched the Capital Region Drive Out Cancer Traveling Golf League and implemented many other creative fundraising initiatives, which have contributed to \$150,000 raised and engaged dozens of new businesses and community leaders in the critical work of the American Cancer Society. His dedication didn't end with this campaign, he is present and active in the events and work that we do across the Capital Region all year long.

Sean first became involved through his work at Mazzone Hospitality. He was always working hard for our events to ensure they were a top experience for our guests. That dedication to our event experience didn't change when he left the hospitality industry as he became a volunteer helping our team navigate event planning.

The true magic of these two & their impact in the fight against cancer happened when they teamed up together in their efforts. Together they have elevated the Drive Out Cancer Golf League, creating a sought after sold out annual event that raises an incredible amount of funds for the fight against cancer and are champions for The Society 365 days a year!



# Red, White & Blue Party

## 2024 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**

- Admission for 20 with reserved VIP lounge area
  - Designated cocktail service for your group in your VIP lounge seating
- 2 hotel rooms for night of the party in downtown Saratoga Springs
- Premier logo placement on all digital & printed materials as presenting sponsor
- Other onsite branding opportunities based on your interests
- Logo will be on all Professionals Against Cancer (PAC) and Associate Board of Ambassador (ABOA) meeting agendas

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

- Admission for 10 with reserved VIP lounge seating & cocktail service
- Logo recognition on all digital & printed materials
- Logo will be on all Professionals Against Cancer (PAC) and Associate Board of Ambassador (ABOA) meeting agendas

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

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

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

- VIP Admission for 4 (does not include reserved seating)
- Logo recognition on all digital & printed materials

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

- VIP Admission for 2 (does not include reserved seating)
- Logo recognition 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 reserved VIP seating!**

Invitation Sponsor Recognition Deadline: May 6, 2024

# Red, White & Blue Party

## Underwriting Sponsorship Opportunities

Increase your brand visibility with the following partnership opportunities:

*\*All underwriting opportunity sponsors will also be featured in pre-event email\**

*Underwriting opportunities do not include event tickets*

### **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 & digital photobooth photos and on signage outside of the photobooth. Guests will get to keep their photos with your logo on it forever!

### **Registration | \$1,200**

Everyone will need to stop by registration before the evening begins. Have your company's logo on display right as guests enter. Opportunity to provide pens or other items to be used as guests check into & out of the event.

### **Lock Box Revenue Enhancer | \$1,200**

Join in on the fun as people test their luck in our lock boxes filled with thousands of dollars in local restaurant gift cards! Company logo featured on signage at the lock box and on 500+ keys sold to party guests.

### **Departure Gift | \$1,000**

Company logo featured at departure gift table on event night and on all departure gifts with sticker, tag, etc. Opportunity to provide a gift with your logo and branding for our guests to take home.

### **Food Station | \$750 (3 available)**

Logo and recognition at (1) food stations. Recognition on digital & print materials at event



# 2024 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
- Photobooth.....\$4,000
- Registration.....\$1,200
- Lock Box .....\$1,200
- Departure Gift.....\$1,000
- Food Sponsor.....\$750

**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 billing address: \_\_\_\_\_

- Please charge my card below:

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

**PLEASE COMPLETE & RETURN COMMITMENT FORM TO:**

**American Cancer Society • Attn: RWB Party • 1 Penny Lane • Latham • NY • 12110**

Elizabeth Hunter | 518-288-7235 | Elizabeth.Hunter@cancer.org

