



25th
anniversary

Mothers of the Year

AWARDS LUNCHEON
Monday, March 30, 2020

SPONSORSHIP OPPORTUNITIES





THE 2020 Mothers of the Year LUNCHEON

25 Years of Celebrating Exceptional, Inspiring Women

Dear Friends and Supporters,

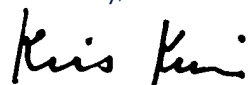
The American Cancer Society Mothers of the Year Luncheon will celebrate its 25th year in 2020. The event honors those who have gone above and beyond to inspire their communities by being devoted mothers, leaders in the board room, and advocates for philanthropic endeavors. Plans are underway for a sparkling celebration, including bringing back former honorees to celebrate the strides we have made in leading the fight for a world without cancer.

Since 1995, the Mothers of the Year Award Luncheon has raised more than \$5 million and has convened inspiring women who are invested in the health of their communities and the future of women's roles in scientific breakthroughs and cancer research. The American Cancer Society is committed to fighting every cancer and helping every community, and our commitment is further supported by our distinguished events.

Women play a pivotal role in the prevention and early detection of cancer, serving as researchers, advocates, fundraisers, and most importantly, caregivers for family and friends who are fighting this disease. By supporting the Mothers of the Year Award Luncheon, you are commending the women who make these daily sacrifices on behalf of our mission to find a cure.

We are grateful for your sustained commitment to the American Cancer Society. Thank you for considering how best to support of our upcoming 25th anniversary milestone.

Sincerely,



Kris Kim

Executive Vice President

American Cancer Society, Inc.

Northeast Region

PREVIOUS MOTHERS OF THE YEAR RECIPIENTS

2018	Diana Williams Dr. Heather J. Landau	2013	Anne Hearst McInerney Elisa Port, M.D.	2007	Sarah Ferguson
2017	Hoda Kotb Dr. Susan Boolbol, M.D.	2012	Grace Hightower De Niro Diane Reidy-Lagunes, M.D. Emily B. Sonnenblick, M.D.	2006	Carolina Herrera
2016	Karen Walsh Laura L. Forese, M.D. In Loving Memory of Suzanne Wright	2011	Muffie Potter Aston Freya Schnabel, M.D.	2005	Dana Reeve
2015	Marion Scotto Rosanna Scotto, Elaina Scotto Susan R. Drossman, M.D.	2010	Tory Burch Deborah Axelrod, M.D.	2004	Anne Ford Charlotte Ford
2014	Deborah Norville Felice H. Schnoll-Sussman, M.D.	2009	Ann Curry Alexandra Heerdt, M.D.	2003	Susan Bloomberg
		2008	Cynthia Lufkin	2002	Candice Bergen
				2001	Vera Wang
				2000	Cokie Roberts
				1999	Kathie Lee Gifford
				1998	Paula Zahn
				1997	Katie Couric
				1995	Libby Pataki





Your Contributions at Work



1.3 Million
Requests Fulfilled
from people seeking
information and support

50,265
Patients Helped
to navigate through the
health care system

452,000
Nights of Free Lodging
at American Cancer Society
Hope Lodge® facilities

1.7 Million
Outreach Interventions
to reduce the unequal
burden of cancer

10,990
Peer Support
Services Provided
to breast cancer patients

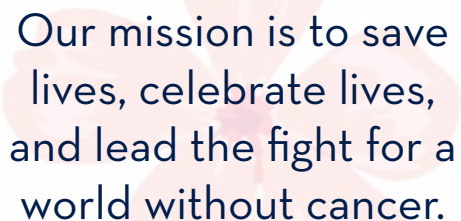
27%
Decline
in the cancer
death rate since 1991

\$410 Million
in Funding
for cancer
research grants

800
Grantees Supported
at any given time
through the country

\$4.8 Billion
Invested
in cancer research
since 1946

2 Million
Volunteers
brought together to help
save lives from cancer



Our mission is to save
lives, celebrate lives,
and lead the fight for a
world without cancer.

Our vision is a world free from the pain and suffering of cancer. Together with our millions of supporters, we are getting closer to that goal every day. Together, we are stronger than cancer.



Sponsorship Opportunities

PRESENTING SPONSOR - \$50,000*

- Two full-page ads in event digital journal
- Premier Recognition with logo listing as Presenting Sponsor on all event collateral, press releases, event website, social media outlets and event-day sponsor boards
- Company logo featured prominently on Step and Repeat
- Verbal recognition and the exclusive opportunity to speak from the podium (3 minutes)
- Two (2) tables of 10 with premier seating
- Opportunity to sit on the event committee

COCKTAIL RECEPTION SPONSOR - \$35,000*

- One full-page ad in digital journal
- Logo listing as Cocktail Reception Sponsor on all event collateral, press releases, event website, social media outlets and event-day sponsor boards
- Exclusive branding opportunities during the Pre-cocktail Reception
- Verbal recognition from the podium
- One (1) table of 10 with premier seating

PLATINUM SPONSOR - \$25,000

- One full-page ad in event digital journal
- Logo listing as Platinum Sponsor on all event collateral, press releases, event website, social media outlets and event-day sponsor boards
- Verbal recognition from the podium
- Two (2) tables of 10 with priority seating

GOLD SPONSOR - \$15,000

- One full-page ad in event digital journal
- Logo listing as Gold Sponsor on all event collateral, press releases, event website, social media outlets and event-day sponsor boards
- Verbal recognition from the podium
- One (1) table of 10 with preferred seating

SILVER SPONSOR - \$10,000

- One full-page ad in event digital journal
- Logo listing as Silver Sponsor on all event collateral, press releases, event website, social media outlets and event-day sponsor boards
- Verbal recognition from the podium
- One (1) table of 10 with standard seating

BRONZE SPONSOR - \$7,500

- One half-page ad in event digital journal
- Logo/donor listing as Bronze Sponsor on the event website and day of digital journal
- One (1) table of 10

UNDERWRITING OPPORTUNITIES

Please help us underwrite the costs for this event so that all dollars donated can go directly to the mission. Those who wish to support the Mothers of the Year Luncheon but do not require tickets may choose to help through one of the opportunities listed below.

Each Underwriting Opportunity includes the following:

- Company logo/donor name printed in digital journal
- Recognition on day of sponsor boards
- Company logo/donor name or recognition listing on all of the Mothers of the Year social media outlets

Venue Underwriter - \$45,000

Printing Underwriter - \$15,000

Photography underwriter - \$10,000

Decor Underwriter - \$5,000

PR Underwriter - \$2,500

** Denotes exclusivity*



Sponsorship Agreement

☐ I am unable to attend but would like to make a donation in the amount of \$_____

DONOR INFORMATION

Company and/or individual name(s): _____

Print names(s) EXACTLY as they should appear in event program: _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Contact name (if different from above) _____

SPONSORSHIP OPPORTUNITIES

- ☐ Presenting Sponsor - \$50,000
- ☐ Cocktail Reception Sponsor - \$35,000
- ☐ Platinum Sponsor - \$25,000
- ☐ Gold Sponsor - \$15,000
- ☐ Silver Sponsor - \$10,000
- ☐ Bronze Sponsor - \$7,500

UNDERWRITING OPPORTUNITIES

- ☐ Venue - \$45,000
- ☐ Printing - \$15,000
- ☐ Photography - \$10,000
- ☐ Décor - \$5,000
- ☐ PR - \$2,500

DIGITAL JOURNAL ADVERTISEMENTS

- ☐ Two Full-Pages (3300px W x 1800px H each) - \$1,000
- ☐ Full-Page (3300px wide x 1800px high) - \$500
- ☐ Half-Page (1575px wide x 1800px high) - \$200

PAYMENT INFORMATION

☐ **Check enclosed made payable to the American Cancer Society.**

Please include "Mothers of the Year Luncheon" on the memo line

☐ **Charge my credit card (circle one): Visa MC Amex Discover**

Credit card # _____ Exp _____

Printed name of cardholder _____ Signature _____

Billing address _____

City _____ State _____ Zip _____



Please respond prior to January 31, 2020 if you wish to be listed on the invitation.

To be listed in the digital journal, all advertisements must be received by March 6, 2020.

Please make all payments to the American Cancer Society and send by January 31, 2020 to:

Mothers of the Year 2020, American Cancer Society, 132 West 32nd Street, New York, NY 10001

For more information, please contact Jackie Bartolomeo at jackie.bartolomeo@cancer.org or 212.237.3906

\$150.00 of each ticket is not tax deductible - Tax ID # 13-1788491

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please call the Society at 1-800-227-2345 or visit us online at www.cancer.org and click on the "privacy" link at the bottom of the page.