

AMERICAN CANCER SOCIETY



# HOPEFEST

MAUI

HopeFest Neon Ball  
Saturday, September 24, 2016  
Andaz Maui At Wailea Resort



## Event Synopsis

HopeFest Neon Ball will take place on the beautiful grounds of the Andaz Maui At Wailea Resort. Saturday, September 24 will commence with a VIP Reception at 5:00pm and Neon Ball at 6:30pm. We'll feature great entertainment, Food, and Silent & Live Auction!

Please help us finish the fight against cancer by joining us at this premier social event. Your generosity will support cancer patients and their families throughout Hawaii, by providing them with much-needed programs, services and networks. Proceeds will also fund our groundbreaking research which has helped save 1.5 million lives across the nation in the past two decades. All of this would not be possible without your support and dedication! Together we can find a cure to this devastating illness and help end the pain and suffering of cancer.

On behalf of the American Cancer Society and our committee of dedicated volunteers, we hope you will consider be a sponsor, making an in-kind gift or purchasing tickets. To learn more about HopeFest Ball please visit [www.HopeFestmaui.org](http://www.HopeFestmaui.org) or contact event chair Tyson Miyake at [tysonmiyake@gmail.com](mailto:tysonmiyake@gmail.com) or 808.214.8170 or Alaina Cunningham, Executive Director, Hawaii Pacific at [Alaina.Cunningham@cancer.org](mailto:Alaina.Cunningham@cancer.org) or 808.432.9142.

Mahalo Nui Loa,

Tyson Miyake

Alaina Cunningham

### EVENT CHAIR

TYSON MIYAKE

### EVENT COMMITTEE

AIMEE SINGER

ALEXANDRA MITCHELL

ANGIE HARAMOTO

BLANCA LAFOLETTE

CHRISTY TAKETA

ELAINE RANDALL

KIT ZULUETA

MAHINA MARTIN

MARY DUNGANS

MEGAN PHILIBIN

NANNA LINDBERG

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### EXECUTIVE DIRECTOR

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## Why become a Corporate Sponsor?

Positioning yourself as a sponsor of the American Cancer Society – the largest and more respected voluntary health organization in the United States – will bolster your company's reputation and demonstrate your commitment to serving the community.

- ❖ 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- ❖ Our Brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.
- ❖ The American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating.
- ❖ Americans believe cancer is the single most important health problem they face.

With your help, the American Cancer Society is saving lives that might otherwise be lost to cancer. We are extremely committed to our obligation to spend donor dollars wisely. Here's a year-end glimpse at how donations helped save lives every day – by the numbers.

### Here's How We Spend Donor Dollars

#### **Program Services – 74%**

\$144M Cancer Research

\$276M Patient Support

\$117M Prevention Information & Education

\$95M Detection & Treatment

#### **Supporting Services – 26%**

\$49M Management & General Expense

\$117M Fundraising Expenses



### Here's Where It Came From

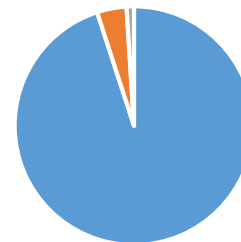
#### **People Like You 95%**

Special Events Personal Gifts

Corporate Gifts Bequests, Etc.

#### **Income from Investments 4%**

#### **Grants & Contracts 1%**



■ People like you ■ Investments ■ Grants & Contracts



### Presenting Sponsor \$12,500

- Exclusive opportunity as single presenting sponsor of HopeFest Maui
- Prominent recognition at the VIP Reception and the main event
- Access for ten guests into the VIP Reception and reserved table for ten at the main event
- Banner prominently displayed at event
- 'Presenting Sponsor' on HopeFest Maui website, invitation, promotional materials, event program and event signage
- Prominent logo recognition social media coverage
- Full page dedication in printed event program
- Special sponsor gift provided to each VIP guest
- Prominent logo recognition in post-event mahalo feature
- Ability to place materials in VIP gift bags

### Platinum Sponsor \$10,000

- Access for ten guests into the VIP reception and reserved table for ten at the main event
- Banner displayed at event
- Logo included on the HopeFest Maui website, invitation, promotional materials, event program and event signage
- Recognition in social media coverage
- Full page dedication in printed event program
- Special sponsor gift provided to each VIP guest
- Logo recognition in post-event mahalo feature
- Ability to place materials in VIP gift bags

### Gold Sponsor \$7,500

- Access for ten guests into the VIP Reception and reserved table for ten at the main event
- Logo recognition in signage at main event
- Full page dedication in printed event program
- Recognition in social media coverage
- Logo recognition in post-event mahalo feature

### Silver Sponsor \$5,000

- Access for ten guests into the VIP reception and reserved table for ten at the main event
- Logo recognition in signage at main event
- Half page dedication in printed event program
- Recognition in social media coverage
- Name recognition in post-event mahalo feature

### Bronze Sponsor \$2,500

- Access for ten guests into the VIP reception and reserved table for ten at the main event
- Name recognition during main event and in printed event program
- Quarter page dedication in printed event program
- Recognition in social media coverage
- Name recognition in post-event mahalo feature



## Patient Programs and Services

The American Cancer Society provided answers, care and support to cancer patients and their caregivers when and where they need it. Our free programs and services provide up-to-date information, day-to-day help, like transportation and patient lodging, and emotional support. For cancer information and support, visit [cancer.org](http://cancer.org) or call 1.800.227.2345 day or night.

### **Saving Lives in Hawaii 2015**

- ❖ Our trained Cancer Information specialists offer information, answers and support through our 24/7 toll-free information line at our National Cancer Information Center (NCIC). 2,776 individuals from the state received patient related information through NCIC and other channels of customer service.
- ❖ Our statewide network of volunteer drivers provided 111 cancer patients more than 838 rides to cancer-related treatments and appointments through our Road To Recovery program. Additionally, we offered 428 patients vendor transportation assistance when no volunteers were available.
- ❖ We provided lodging to 36 cancer patients and their caregivers while they traveled away from home for treatment. These guests received 164 nights through our Hotel Partners Program.
- ❖ 1,260 Hawaii patients received a free Personal Health Management Kit (PHMK) to guide them through their cancer journey. PHMK's help patients keep track of appointments, medication, test results, insurance, and bills.
- ❖ 105 newly-diagnosed breast cancer patients received one-on-one support from a survivor through the American Cancer Society Reach To Recovery program.
- ❖ ACS CAN: We made tremendous strides in advocacy through ACS CAN. In 2015, staff & volunteers supported successful campaigns to raise the age for tobacco to 21, making Hawaii the first state to take such bold action in tobacco control. Additionally, ACS CAN worked on legislation to ensure that health insurance drug formularies are more transparent and accessible for patients to determine their out of pocket costs.

## Build Hope. Save Lives.

When the American Cancer Society's Clarence T.C. Ching Hope Lodge Hawaii opens its doors, it will offer free, temporary housing for cancer patients who are undergoing outpatient treatment and their caregivers a place to stay when their best hope for effective treatment is in Honolulu. Hope Lodge will ease some of the financial and emotional burden associated with travel, and allow the patient to focus on what is important: recovery. The facility will provide up to 7,300 free housing nights yearly for an estimated 487 patients receiving active cancer treatment in Honolulu, saving Hawaii Pacific cancer patients up to \$1.38 million annually in lodging and transportation expenses. Our Hope Lodge will be open to patients in November 2016.