



*Hope Gala
Midnight in Honolulu*

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May 6, 2017

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The Modern Honolulu

1775 Ala Moana Blvd., Honolulu, HI 96815



**Hope Gala:
Midnight in Honolulu**

HopeGalahonolulu.org

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Aloha Kakou,

The American Cancer Society Hawai'i Pacific is proud to present our fifth annual Hope Gala Honolulu. Under the theme "Midnight in...", we have traveled to Paris, Tokyo, Miami, and New Orleans. Celebrating our 5th anniversary, we return home to the islands. Please join us for **Hope Gala: Midnight in Honolulu on Saturday, May 6th 2017 at The Modern Honolulu;** a new venue with ability to grow annual attendance, providing greater opportunity to support critical programs and services.


Today, we are asking for your sponsorship to help in the fight against cancer. We depend on our sponsors and benefactors to underwrite most, if not all, of the event costs so that proceeds raised the night of the event goes directly to American Cancer Society programs. Your generosity will help support cancer patients and their families by providing them with much needed programs, services, resources, 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.

In this packet you will find a description of the various opportunities and benefits provided for all levels of sponsorship. Your support is a critical component in helping make this event a success and continuing ACS efforts to save lives! We humbly ask for your help to finish the fight against cancer by joining us at this premier social event, and would be deeply honored for your consideration in becoming a sponsor or making an in-kind gift. Together, we can make Hope Gala: Midnight in Honolulu a great success and continue our mission to free the world from the pain and suffering of cancer.

Please take a look at the sponsorship opportunities. For additional information, or if you have any questions, please contact me at your earliest convenience.

Together we can make a difference!

Mahalo for your consideration,



Alaina Cunningham

Executive Director, Hawaii Pacific

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 donation helped save lives every day – by the numbers.

Here’s How We Spend the Money

Program Services - 74%

\$144M Cancer Research

\$276M Patient Support

\$117M Prevention Info & Edu.

\$95M Detection & Treatment

Supporting Services – 26%

\$49M Management & General Expense

\$117M Fundraising Expenses

And Where it Came From

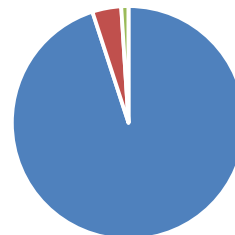
People Like You 95%

Special Events Personal Gifts

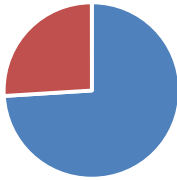
Corporate Gifts Bequests, Etc.

Income from Investments 4%

Grants & Contracts 1%



■ People like you ■ Investments ■ Grants & Contracts



■ Programs ■ Support

Patient Programs and Services

www.hopegalahonolulu.org

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 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.

Each year the American Cancer Society helps cancer patients everywhere get information, day to day help, and emotional support when they need it most.

Event Sponsorship Opportunities

Diamond Head Package - \$20,000 *Exclusive Opportunity*

- Exclusive Opportunity as presenting sponsor of Hope Gala: Midnight in Honolulu
- “Presented by” logo placement on event website
- “Presented by” logo placement in pre-invitation advertisement in prominent publication**
- “Presented by” logo featured at registration
- Ability to co-produce event feature video or keynote address** along with prominent mentions from emcee and auctioneer
- “Presented by” signage in dining and bar area at main event
- Center VIP table seating for ten guests with table signage
- “Presented by” logo placement in event mahalo feature advertisement in prominent business publication
- Full page placement in event program
- Ability to place materials in gift bags
- Gift bags for your guests
- Mahalo recognition in social media

Koko Head Package - \$15,000

- Logo placement on event website
- Logo recognition on invitation, promotional materials, and social media**
- Half page placement in event program
- Prominent signage at main event along with signage at your table*
- VIP table with front row seating for ten guests
- Emcee and auction mentions during the event
- Ability to place materials in gift bags
- Gift bags for your guests
- Logo placement in event mahalo feature advertisement
- Mahalo recognition in social media

Punchbowl Package - \$10,000

- Logo placement on event website
- Half page placement in event program
- Logo recognition on invitation, promotional materials and social media**
- Signage at main event along with signage at your table*
- VIP table with prominent location for ten guests
- Emcee and auction mentions during the event

**Society to approve and/or provide images*

***Subject to print and media deadlines*

- Ability to place materials in gift bags
- Gift bags for your guests
- Logo placement in event mahalo feature advertisement
- Mahalo recognition in social media

Tantalus Package - \$5,000

- Logo placement on event website
- Half page placement in event program
- Logo recognition on invitation, promotional materials, and social media**
- Table for ten guests
- Name placement in event mahalo feature advertisement
- Mahalo recognition in social media

Individual Table - \$3,000

- Reserved table for ten guests

Individual Ticket - \$300

- Individual general admission ticket

General Donation

If you are unable to attend 2017 Hope Gala: Midnight in Honolulu but would like to support American Cancer Society's mission to save lives please consider making a donation or assisting with event auction or in-kind-giving.

Hope Gala: Midnight in Honolulu will host live and silent auction with all proceeds benefiting the much needed programs, services, and resources provided by the American Cancer Society. Your donation will be showcased to approximately 400 distinguished guests, acknowledging your contribution within a community of people and businesses dedicated to eradicating cancer and saving lives!

We would like to feature the following items:

Activities and experiences
 Gift certificates
 Jewelry
 Airfare
 Catered parties and events
 Tickets for events and concerts
 Luxury items

Wine
 Spa Memberships
 Health Club Memberships
 Hotel stays and packages
 Autographed items
 Artwork
 Tablet and similar electronics

**Society to approve and/or provide images*

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Mahalo for your consideration!

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