



Dear Sponsor,

Thank you for making our Imagination Ball so successful on Marco Island, Florida. I look forward to partnering with you at the 9th annual Imagination Ball as we make a difference in the lives of men, women, and children with cancer. When you become a sponsor, the American Cancer Society puts your donation to work for treatments, services, and cures for all cancers. In addition, you become my special guest at the most exciting event of the year on Marco Island.

The Imagination Ball will take place outside Friday, February 5, 2021, at the JW Marriott Marco Island. As you review our sponsorship package, you will find many new and exciting ways to support the mission and spotlight your company at the same time. Each description also includes a list of all the amenities you will receive as part of this vital partnership. As things may look a little different in 2021 due to the pandemic, we will be following all the CDC guidelines for a fun and safe event. Invitations will be mailed to qualified business leaders and philanthropic residents. You will become a visible supporter of a cause that is so meaningful.

I am returning as Imagination Ball chair for the ninth year and am thrilled to once again work with our dedicated and talented committee. A special evening is being planned for *Wild For a Cure* and together, with your help, we will reach new heights ending this dreaded disease.

Your American Cancer Society is committed to "Finishing the Fight" against cancer. We thank our loyal donors for their investment in our mission which has had such an impact on the American Cancer Society's General Research. Our tradition of excellence will provide the foundation for us to set new records at the 2021 Imagination Ball; cancer doesn't stop, neither can we.

Sincerely,

Debra Shanahan

Debra Shanahan
2021 Imagination Ball Chair

PRESENTING SPONSOR \$15,000

Gala: Premier tables for 18 guests (table arrangement subject to the American Cancer Society and the CDC guidelines) at the event, table signs to read Presenting Sponsor with company logo.

Exclusive: There is only one Imagination Ball presenting sponsorship available.

Leadership: Volunteer leadership role from within your organization to be positioned as a community partner with the American Cancer Society. The sponsor's representative can speak during the night of the Imagination Ball and/or serve on the gala committee.

Save The Date: Recognition as the only presenting sponsor with your company logo prominently featured in color on the Imagination Ball Save The Date, which will be mailed to business leaders and philanthropic residents in the community (**time sensitive, must commit by August 25, 2020**).

Invitation: Recognition as the only presenting sponsor with your company logo prominently featured in color on the front of the Imagination Ball invitations, which will be mailed to business leaders and philanthropic residents in the community (**time sensitive, must commit by October 1, 2020**).

Event Coverage/Visibility: Recognition as the presenting sponsor with your company logo prominently featured on the front of the program in addition to:

- Company executive invited to welcome guests to the Imagination Ball
- Full page recognition on the back cover of the Imagination Ball program
- Logo on all auction sheets
- Recognition as the presenting sponsor with your company logo prominently featured in color on video loop program presented during the Imagination Ball event and on sponsor signage throughout event
- Dedicated server(s) and choice of upgraded wines at dinner
- Opportunity to provide cocktail napkins with company logo at the bar(s) in the main ballroom

Promotions/Media:

- Company logo featured on the Imagination Ball website
- Company logo on all promotional materials including posters and advertising
- Company logo on all external communication materials including print, electronic and social media
- An opportunity to distribute promotional material at gala committee meetings

DIAMOND SPONSOR \$10,000

Diamond Sponsor will serve as the host for our arrival reception which will include appetizers, cocktails and entertainment. The sponsor's representative will have the opportunity to greet guests as they arrive. Sponsor logo will be prominently displayed on tables, napkins and signage.

Exclusive: There is only one (1) Imagination Ball Diamond Sponsorship available.

Diamond Sponsors will also receive the following amenities:

Gala: Premier seating for up to 12 guests (table arrangement subject to the American Cancer Society and the CDC guidelines) at the event, table signs to read Presenting Sponsor with company logo.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community **(time sensitive, must commit by October 1, 2020)**.

Event Coverage/Visibility:

- Recognition as a sponsor with your company logo prominently featured in the Imagination Ball program and the opportunity for full-page recognition in the program
- Recognition as a sponsor with your company logo prominently featured in color on video loop program presented during the Imagination Ball event

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all promotional materials including posters and advertising
- Company logo on all external communication materials including print, electronic and social media

CELEBRATION SPONSOR \$10,000

Celebration Sponsor will have the opportunity to sponsor one of the following components of the Imagination Ball by receiving recognition at the event and adding their logo to one of the following:

- Décor
- Mission Program for Night of Event

Celebration Sponsors will also receive the following amenities:

Gala: Premier seating for up to 12 guests (table arrangement subject to the American Cancer Society and the CDC guidelines) at the event, table signs to read Presenting Sponsor with company logo.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (time sensitive, must commit by October 1, 2020).

Event Coverage/Visibility:

- Recognition as a sponsor with your company logo prominently featured in the Imagination Ball program and the opportunity for full-page recognition in the program
- Recognition as a sponsor with your company logo prominently featured in color on video loop program presented during the Imagination Ball event

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all promotional materials including posters and advertising
- Company logo on all external communication materials including print, electronic and social media

*Other sponsorship branding opportunities available on request.

PLATINUM SPONSOR \$7,500

Platinum Sponsors will have the opportunity to sponsor one of the following components of the Imagination Ball by receiving recognition at the event and adding their logo to one of the following:

- Dessert
- Table Gift for all guests
- Other custom opportunities

All Platinum Sponsors will also receive the following amenities:

Gala: Premier tables for up to 10 guests (table arrangement subject to the American Cancer Society and the CDC guidelines) at the event, table signs to read Presenting Sponsor with company logo.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (time sensitive, must commit by October 1, 2020).

Event Coverage/Visibility:

- Recognition as a sponsor with your company logo prominently featured in the Imagination Ball program and the opportunity for half page recognition in the program
- Recognition as a sponsor with your company logo prominently featured in color on video loop program presented during the Imagination Ball event

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all promotional materials including posters and advertising
- Company logo on all external communication materials including print, electronic and social media

PHOTOGRAPHY SPONSOR \$5,000

Gala: Premier table up to 8 (table arrangement subject to the American Cancer Society and the CDC guidelines) with table sign to read Photography Sponsor with individual name or company logo.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (time sensitive, must commit by October 1, 2020).

Event Coverage/Visibility:

- Recognition as Photography Sponsor with signage at the photography station and pick-up table
- Logo placement on the picture frame given to each couple/table
- Recognition as a sponsor in the Imagination Ball evening program and the opportunity for half page recognition in the program
- Recognition as a sponsor with your company logo featured in color on video loop program presented during the Imagination Ball event

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all external communication materials including print, electronic and social media

VALET SPONSOR \$3,500

Gala: Sponsor seating up to 8 (table arrangement subject to the American Cancer Society and the CDC guidelines) on the night of the event.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (time sensitive, must commit by October 1, 2020).

Event Coverage/Visibility:

- Recognition as Valet Sponsor with the opportunity to provide a sign/banner at the valet stand
- Recognition as a sponsor with your company logo featured in color on video loop program presented during the Imagination Ball event
- Recognition as a sponsor in the Imagination Ball evening program and the opportunity for quarter page recognition in the program
- Opportunity to place promotional material in each car

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all promotional materials including posters, banners and advertising
- Company logo on all external communication materials including print, electronic and social media

SILVER SPONSOR \$3,500

Silver Sponsors will have the opportunity to sponsor one of the following components of the Imagination Ball by receiving recognition at the event and adding their logo to one of the following:

- Exit gift for all guests
- Program Sponsor
- Invitation Sponsor
- Other custom opportunities

All Silver Sponsors will also receive the following amenities:

Gala: Sponsor seating up to 8 (table arrangement subject to the American Cancer Society and the CDC guidelines) on the night of the event.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (**time sensitive, must commit by October 1, 2020**).

Event Coverage/Visibility:

- Recognition as a sponsor with your company logo featured in color on video loop program presented during the Imagination Ball event
- Recognition as a sponsor in the Imagination Ball evening program and the opportunity for quarter page recognition in the program

Promotions/Media:

- Company logo included on the Imagination Ball website
- Company logo on all promotional materials including posters and advertising
- Company logo on all external communication materials including print, electronic and social media

BRONZE SPONSOR \$2,500 (BAND OR VOLUNTEER)

Gala: Sponsor seating up to 4 (table arrangement subject to the American Cancer Society and the CDC guidelines) on the night of the event.

Invitation: Recognition as a sponsor with your company logo prominently featured in color on the Imagination Ball invitations which will be mailed to business leaders and philanthropic residents in the community (time sensitive, must commit by October 1, 2020).

Event Coverage/Visibility:

- Recognition as a sponsor with your company logo featured in color on video loop program presented during the Imagination Ball event
- Recognition as a sponsor in the Imagination Ball evening program and the opportunity for quarter page recognition in the program

Promotions/Media:

- Company logo included on the Imagination Ball website
 - Company logo on all promotional materials including posters and advertising
 - Company logo on all external communication materials including print, electronic and social media
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PATRON SPONSORSHIP

PATRON TABLE SPONSOR \$3,500

Gala: Premier table of 6-8 (table arrangement subject to the American Cancer Society and the CDC guidelines) with table sign of your choice

Event Coverage/Visibility:

- Recognition as a Patron Table Sponsor in the Imagination Ball evening program
- Recognition as a Patron Table Sponsor in the video loop to play during the event
- Complimentary group photograph

PATRON COUPLE \$750

Gala: VIP seating for 2 at the event

Event Coverage/Visibility:

- Recognition as a Patron Couple in the Imagination Ball evening program
- Recognition as a Patron Couple on the video loop to play during the event
- Complimentary photograph