

AN EVENING OF *Hope*

Benefitting 

Friday, October 1, 2021 | The Historic Barn at Elmwood Farm Bed and Breakfast

2021 Sponsorship Information



What is An Evening of Hope?

An Evening of Hope is a fundraiser benefitting the American Cancer Society. This event was created to provide a venue to educate individuals and raise funds for programs and services that benefit cancer patients and their caregivers throughout the community. The evening will include dinner, silent auctions, raffles and more to raise much needed funds.

The evening will also include the presentation of the Hope Takes Flight Award which celebrates an unsung hero who has provided so much hope for those battling cancer throughout our community.

Where does the money from this event go?

Money raised from An Evening of Hope helps fund programs, such as Road to Recovery*, and services, like www.cancer.org, 1-800-227-2345, Hope Lodge**, and free wigs, give hope to those diagnosed with cancer and provide a level of support for their caregivers.

The money raised at An Evening of Hope also helps to fund cancer research. The American Cancer Society is second only to the Federal Government in the funding of cancer research — funding researchers who do not qualify for federal funding but who show promise in their area of research. Since the start of the organization, the American Cancer Society has funded 49 Nobel Prize winning researchers.

Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. We continue to be a leading, trusted source for cancer information, with 93 percent aided brand awareness among consumers.***

For more information:

Contact us at sponsorship@eveningofhope.org.

* Road to Recovery is an American Cancer Society program which provides free transportation for cancer patients to and from treatments.

** Hope Lodge is a home-away-from-home for cancer patients who are currently undergoing treatment. To be eligible to stay at Hope Lodge, patients must live at least 50 miles from their treatment location. Many individuals in Washington County have been fortunate to take advantage of the Hope Lodge while undergoing treatment in Baltimore.

*** American Cancer Society Market Research: 2016 Brand Tracker

Sponsorship Levels

	Hope Sponsor \$250	Bronze Sponsor \$500	Silver Sponsor \$1,000	Gold Sponsor \$1,500	Platinum Sponsor \$2,500	Valet Sponsor \$2,500 (only 1 available)	Amethyst Sponsor \$5,000
Rights and benefits							
Opportunity to connect with the community and speak at the event.	✓	✓	✓	✓	✓	✓	✓
Rights to promote sponsorship in company materials (American Cancer Society to approve and provide images)	✓	✓	✓	✓	✓	✓	✓
Opportunity to participate on the event committee	✓	✓	✓	✓	✓	✓	✓
Opportunity to distribute promotional items in goodie bags					✓		✓
Opportunity to display vehicles (maximum of three)						✓	
Brand recognition							
Company name featured on all event print promotional materials	✓	✓	✓				
Company logo featured on all event print promotional materials				✓	✓	✓	✓
Company logo featured on welcome banner at the event		✓	✓	✓	✓	Sponsorship level filled	✓
Company logo featured on the Relay For Life T-shirt for participants (logos to be sized and arranged according to level)		✓	✓	✓	✓		✓
Company name featured in the Evening of Hope program	✓						
Company logo featured in the Evening of Hope program		✓					
Half page ad (4.25" x 3.625") in the Evening of Hope program			✓	✓			
Full page ad (4.25" x 7.5") in the Evening of Hope program					✓		
Exclusive back cover ad (4.5" x 7.5") in the Evening of Hope program							✓
Recognition on Evening of Hope event Facebook timeline	✓	✓	✓	✓	✓		✓
Recognition in American Cancer Society event news releases					✓		✓
							✓
Additional benefits to your organization							
Free American Cancer Society Content Subscription Service for timely cancer-related information		✓	✓	✓	✓	✓	✓
A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees	✓	✓	✓	✓	✓	✓	✓
A recognition gift awarded post-event				✓	✓	✓	✓
A certificate of appreciation awarded post-event	✓	✓	✓				
Two tickets to the event			✓	✓			
Eight tickets (at a reserved table) to the event					✓	✓	
Eight tickets (at a reserved table) to the event							✓



Sponsorship Commitment Form

Business name

Street address

City

State

Zip

Contact name

Telephone number (business)

Fax number

Email

Web address

Commitment Level

- \$5,000 – Amethyst \$2,500 – Platinum **Level filled** \$1,500 – Gold
 \$1,000 – Silver \$500 – Bronze \$250 – Hope
 We are unable to be a designated Evening of Hope sponsor this year but enclosed is our donation of \$ _____

Method of Payment

- Enclosed is my sponsorship check (made payable to **“American Cancer Society”**) in the amount of \$ _____
 I'd like to pay by phone. (Contact Laurie Frey at 301-514-2783 to give payment information.)
 Charge my credit card (please print clearly): VISA MasterCard Discover AMEX

Cardholder's name

Billing address

Card number

Exp. date

Security code

Sponsor Signature

Date

(Please sign and retain a copy for your records.)

**Please mail to: An Evening of Hope
13109 Bikle Road
Smithsburg, MD 21783**

Please email an EPS logo to sponsorship@eveningofhope.org by August 15, 2021 to ensure high-quality printing. If an .eps file is not available, please send highest quality available. Note, submitting a low resolution logo may require signage to be printed in text in order to maintain quality.

American Cancer Society
Federal Tax ID #13-1788491
Sponsorship is 100% tax deductible.