



## 2023 Sponsorship Information

AN EVENING OF  
*Hope*  
Benefitting 

Friday, October 6, 2023 | The Historic Barn at Elmwood Farm Bed and Breakfast

## 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](http://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](mailto:sponsorship@eveningofhope.org).

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\* 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	Amethyst Sponsor \$5,000
<b>Digital</b>						
Sponsor name featured on the homepage of An Evening of Hope's website	✓	✓				
Sponsor logo featured on the homepage of An Evening of Hope's website			✓	✓	✓	✓
Sponsor name/logo featured on the sponsor page of An Evening of Hope's website with a link to the sponsor's website	✓	✓	✓	✓	✓	✓
Recognition on An Evening of Hope's Facebook timeline	✓	✓	✓	✓	✓	✓
<b>Media/Promotional</b>						
Recognition in all Evening of Hope news releases	✓	✓	✓	✓	✓	✓
Company logo featured on all event print promotional materials				✓	✓	✓
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						✓
<b>Additional benefits to your organization</b>						
Company logo featured at the event		✓	✓	✓	✓	✓
Opportunity to participate on the event committee	✓	✓	✓	✓	✓	✓
Opportunity to distribute promotional items in goodie bags					✓	✓
Two tickets to the event				✓		
Four tickets 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 (Please make checks payable to "American Cancer Society")

- \$5,000 – Amethyst     \$2,500 – Platinum     \$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 \$ \_\_\_\_\_  
 Please send an invoice.  
 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 or PDF logo to [sponsorship@eveningofhope.org](mailto:sponsorship@eveningofhope.org) by August 15, 2023** to ensure high-quality printing. If an EPS or PDF 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.