



**Honoring  
Stan Wilmoth, President & CEO  
and Heritage Bank**

**Saturday, September 23, 2017  
Reno Ballroom  
[suitsnsneakersreno.org](http://suitsnsneakersreno.org)**

**Sponsorship Opportunities**



# DEDICATED

## SPIRIT OF HOPE HONOREES

We are proud this year to be honoring the longtime contributions and commitment of Stan Wilmoth, President & CEO and Heritage Bank. Since the Suits & Sneakers Gala's inception ten years ago, Stan and Heritage Bank have been instrumental in every step of its development, offering guidance and critical funding of the American Cancer Society's mission. They truly exemplify dedication and community involvement in the fight for a world without cancer.

### Honorary Chairs

**Coach Eric & Danyelle Musselman**

### Event Chair

**Herb Santos, Jr.**

### Corporate Co-Chairs

**The Honorable Bob Cashell**

**Charlie Moberly**

### Executive Gala Committee

**Debbie Jost**

**Audrey Tedore**

**Kelly Wilmoth**

**Mike Wood**

When you are part of the Suits & Sneakers Gala, you commit to helping patients with treatment programs, lifesaving research, medical studies and vital one-on-one support.

Sponsorship of the Suits & Sneakers Gala aligns your community philanthropic interests with the mission of the Society to provide essential support for your employees, neighbors and all our loved ones in the fight of their lives.

*It's simple: When you take part, you save lives.*



# PASSIONATE

## THE AMERICAN CANCER SOCIETY

The American Cancer Society was founded more than 100 years ago and is a nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem.

Most people associate ACS with cancer research, and that's a crucial part of our mission. But we also attack cancer from every angle, and at every stage of the cancer journey: prevention, early detection, treatment and survivorship. We research cancer and its causes to find more answers and better treatments. We fight for lifesaving policy changes at both the state and federal level. We provide everything from emotional support to rides to treatment appointments for those have been touched by cancer. And we do it all 24 hours a day, 7 days a week. We are at once both global and entirely local.

## SUITS & SNEAKERS GALA

The American Cancer Society's 10th annual Suits & Sneakers Gala will be held Saturday, September 23, 2017 at the Downtown Reno Ballroom. This glittering ESPYs-type event will feature festivities beginning at 6:00 p.m. with a reception led by our Honorary Chairs, Coach Eric and Danyelle Musselman, and including the University of Nevada Reno Wolf Pack Basketball Team. Attendees will enjoy signature cocktails and a silent auction followed by dinner, live auction and first-class sports entertainment. This year's 10th anniversary event will also include the presentation of our first ever Spirit of Hope Award to Stan Wilmoth and Heritage Bank.

More than 500 guests are expected to attend, including corporate sponsors and business, social and philanthropic leaders of our community - all united to lead the fight for a world without cancer.



# EMPATHETIC & INNOVATIVE

## Where the Money Goes

### Awareness & Prevention

- ◆ Education: Established National Guidelines on recommended screenings, tobacco cessation, and lifestyle (eating right, physical activity)
- ◆ National Cancer Information Center 1.800.227.2345 – available 24/7
- ◆ cancer.org – accurate, up-to-date information on cancer and local resources
- ◆ Clinical Trial Matching Service
- ◆ Cancer Prevention Studies (CPS)
- ◆ Volunteer-run programs to improve the quality of life of cancer patients and their loved ones

### Patient Services

In 2016 we provided:

- ◆ 2230 rides through Road to Recovery, which transports patients to treatment centers;
- ◆ 430 nights covered through our Lodging Program, which gives patients and family a place to stay while undergoing treatment;
- ◆ 300 participants in Look Good Feel Better, which helps patients with beauty & hair programs;
- ◆ 3100 calls on our assistance line (1.800.227.2345) - this line is staffed 24/7 and can help with everything from prevention advice to referrals to treatment centers.

### Current Research Grants

**\$720,000** University of Nevada, Reno - Current  
Subhash Verma, PhD - Center for Molecular Medicine

**\$1,785,827** University of Nevada, Reno - 4 total previous grants  
Hall/McCracken/Murphy/Verma

In addition to our local grant funding, ACS is the largest private funder of cancer research in the world, second only to the US Government. Since 1946 ACS has invested over \$4.5 billion in the very best cancer research, and a phenomenal 47 Nobel Prizes have been presented to ACS-funded researchers.

ACS has been a part of every major research breakthrough in the last 50 years, including: the Pap Test, mammography, Tamoxifen<sup>®</sup>, Herceptin<sup>®</sup>, Gleevec<sup>®</sup>, Gardasil<sup>®</sup>, the first successful chemotherapy treatment for cancer, bone marrow transplant technique and even the structure of DNA.

The end result of cures and advances in treatment, no matter where they're discovered, will always be local - in our own communities and homes and for our friends and loved ones.



# SPONSORSHIP OPPORTUNITIES

## \$30,000 Presenting Hope Sponsor

### At the Event

- Verbal recognition throughout the event
- Two-page ad spread in event program (if received by 8/28)
- Logo table signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in event program, video presentation and ballroom signage
- 3 Reserved tables of 10 – VIP Seating
- 30 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### In Media

- Company representative to be included in television PSA
- Sponsorship mentioned in all press releases
- Company logo/name will appear as the presenting sponsor in all television ads
- Company will be recognized as the presenting sponsor in all print ads
- Company logo/name on the event website (suitsnsneakersreno.org) and social media pages
- Company logo/name will appear on all event collateral materials as the Presenting Hope Sponsor



## \$25,000 Strength Sponsor

### At the Event

- Verbal recognition throughout the event
- One full-page ad in event program (if received by 8/28)
- Logo Table Signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in the event program, video presentation and ballroom signage
- 2 Reserved tables of 10 - VIP Seating
- 20 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### In Media

- Sponsorship mentioned in all press releases
- Company logo/name will appear in all television ads
- Company will be recognized in all print ads
- Company logo/name on the event website (suitsnsneakersreno.org) and social media pages
- Company logo/name will appear on all event collateral materials (subject to print deadlines)

## \$15,000 - Innovation Sponsor

### At the Event

- Verbal recognition at event
- One full-page ad in event program (if received by 8/28)
- Logo Table Signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in the event program, video presentation and ballroom signage
- 1 Reserved table of 10 - VIP seating
- 10 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### In Media

- Company logo/name will appear in all television ads
- Company will be recognized in all print ads
- Company logo/name on the event website (suitsnsneakersreno.org) and social media pages
- Company logo/name will appear on all event collateral materials (subject to print deadlines)





# SPONSORSHIP OPPORTUNITIES

## **\$10,000 – Believe Sponsor**

### **At the Event**

- Verbal recognition at event
- One full-page ad in event program (if received by 8/28)
- Logo Table Signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in the event program, video presentation and ballroom signage
- 1 Reserved table of 10 - Premium seating
- 10 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### **In Media**

- Company will be recognized in all print ads
- Company logo/name on the event website ([suitsnsneakersreno.org](http://suitsnsneakersreno.org)) and social media pages

## **\$7,500 – Determination Sponsor**

### **At the Event**

- One half-page ad in event program (if received by 8/28)
- Logo Table Signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in the event program, video presentation and ballroom signage
- 1 Reserved table of 10 – Preferred Seating
- 10 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### **In Media**

- Company logo/name on the event website ([suitsnsneakersreno.org](http://suitsnsneakersreno.org)) and social media pages

## **\$5,000 - Courage Sponsor**

### **At the Event**

- Logo Table Signage at event
- Upgraded table amenities including premium wines and champagne
- Sponsor logo listing in the event program, video presentation and ballroom signage
- 1 Reserved table of 10—Preferred seating
- 10 admissions to VIP Reception
- Satisfaction of knowing you are funding cures for cancer and its treatments

### **In Media**

- Company logo/name on the event website ([suitsnsneakersreno.org](http://suitsnsneakersreno.org)) and social media pages

## **\$2,500 – Promise Sponsor**

### **At the Event**

- Company name featured in video presentation during the event
- Sponsor listing in the event program and video presentation
- 1 Reserved table of 10
- Satisfaction of knowing you are funding cures for cancer and its treatments

### **In Media**

- Company name on the event website ([suitsnsneakersreno.org](http://suitsnsneakersreno.org)) and social media pages

## **\$300 – Individual Tickets**

- 1 Reserved individual seat at tables of 10

**Customized underwriting opportunities available.**

**Please contact the American Cancer Society for details.**

# 2017 American Cancer Society Suits & Sneakers Gala Sponsorship Commitment Form

We want to support the Gala with a sponsorship at the following level:

Sponsor name (as it will appear in print for recognition): \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City State ZIP: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_

Gala Committee contact name: \_\_\_\_\_

## Sponsorship & Underwriting Opportunities

- \$25,000 Strength Sponsor
- \$15,000 Innovation Sponsor
- \$10,000 Believe Sponsor
- \$ 7,500 Determination Sponsor
- \$ 5,000 Courage Sponsor
- \$ 2,500 Promise Sponsor
- \$ 300 Individual Seating: Please reserve \_\_\_\_\_ tickets @\$300 each
- Please contact me about customized underwriting opportunities.
- Donations
  - Our company would like to pre-commit an additional amount for the Paddle Raise (see below) in the amount of \$\_\_\_\_\_
  - We are unable to attend but would like to make a donation of \$\_\_\_\_\_Please credit our donation directly to the Paddle Raise where 100% of funds raised go directly to cancer research. (Paddle Raise donations will also be accepted on the night of the event during the live auction.)

**Saturday 9.23.17**  
**Downtown**  
**Reno Ballroom**  
**6:00 p.m.**

- Check enclosed (payable to the American Cancer Society, federal tax ID #13-1788491)
- Please invoice me at the above address.
- Please charge my credit card.

\_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_ Discover

Total amount to be charged on credit card: \$\_\_\_\_\_

Name (as it appears on the card): \_\_\_\_\_

Cardholder billing address: \_\_\_\_\_

Card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship commitment forms can be submitted on the website at [suitsnsneakersreno.org](http://suitsnsneakersreno.org), or via email to [northern.nevada@cancer.org](mailto:northern.nevada@cancer.org), faxed to 775.329.8592, or mailed to American Cancer Society, 691 Sierra Rose Drive, Suite A, Reno, NV 89511.

775.329.0600 | [northern.nevada@cancer.org](mailto:northern.nevada@cancer.org) | Federal Tax ID #13-1788491 | [suitsnsneakersreno.org](http://suitsnsneakersreno.org)

**Save Lives, Celebrate Lives,  
and Lead the Fight  
for a World Without Cancer.**



**Contact  
northern.nevada@cancer.org  
775.329.0600  
691 Sierra Rose Drive, Suite A  
Reno, NV 89511  
suitsnsneakersreno.org**