

11TH ANNUAL TIDES OF CHANGE GALA  
*Thanks and Giving for a Brighter Future*



NOVEMBER 21, 2019

A CASINO NIGHT AT EAGLE OAKS COUNTRY CLUB





Dear Friend,

On behalf of the American Cancer Society, we invite you to join the fight against cancer by supporting the **11<sup>th</sup> Annual Tides of Change Gala, Thanks and Giving for a Brighter Future**, to be held on Thursday, November 21, 2019 at the Eagle Oaks Country Club in Farmingdale, NJ.

Thankful for the progress we've made, giving towards an even brighter future. Join business leaders as well as our many dedicated supporters in the Jersey Shore Community, for this exclusive casino night and gala. Fall into autumn with the American Cancer Society as we embrace the spirit of the season with rustic décor, gourmet cuisine, live entertainment and *18 different casino-style games* for luxurious prizes. With a 10-year history, the Tides of Change Gala will honor local physicians, survivors and organizations who have gone above and beyond to help cancer patients and their families.

Today we have an enormous opportunity to end cancer, and the pain and suffering it causes. Thanks to the progress we're making together, mortality rates from the disease have fallen 27 percent since 1991. That's more than 2.4 million lives saved from cancer that would have otherwise been lost. While we're making great progress, it's going to take all of us, working together, to beat this disease. That's why we do much more than breakthrough research. The Society also offers free rides to treatment, free wigs, a live 24/7 helpline and free lodging near hospitals. Your investment in the American Cancer Society means we're able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.

The Tides of Change Gala provides the Jersey Shore Community with the opportunity to stand with the American Cancer Society in support of our local patients, caregivers and researchers. Since inception, this event has raised over \$1 million for the fight against cancer. *As we work towards our next million, we hope that you will join us as we save lives, celebrate lives and lead the fight for a world without cancer.*

If you have any questions or would like additional information, please do not hesitate to contact us. Thank you in advance for your consideration of this request.

With appreciation,

Emily Nelson  
Sr. Community Development Manager

Jennifer Lefthand  
Senior Manager, Community Development

**Event Information:** Tides of Change  
**Event Date:** November 21, 2019  
**Event Location:** Eagle Oaks Country Club  
Farmingdale, NJ

**Contact:** Emily Nelson  
Sr. Community Development Manager,  
2310 Route 34, Suite 1D, Manasquan, NJ 08736  
T: 732.292.4260 F: 732.528.0162  
E: [Emily.nelson@cancer.org](mailto:Emily.nelson@cancer.org)



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Today, almost 1,700 people in the US will die of cancer. That adds up to more than 600,000 Americans dying of cancer this year alone. That's why, with our 1.5 million volunteers, we are taking action.

**The mission of the American Cancer Society is to save lives, celebrate lives, and lead the fight for a world without cancer.**

## WE ARE **A**CTIVISTS

- Contributed to a **27% drop in cancer death rates since 1991 in the US**, translating into **2.6 million fewer cancer deaths**
- **In all 50 states and at the federal level, ACS CAN**, our nonpartisan advocacy affiliate, has staff and a volunteer network that works to make cancer a top priority for public officials
- Advocated for and secured a **\$9 billion increase at the National Institutes of Health and a \$1 billion increase at the National Cancer Institute** since 2015 to support cancer research and prevention
- **60% of the US population is covered by smoke-free laws**, including 25 states that require 100% smoke-free workplaces in large part because of ACS CAN's advocacy efforts

## WE ARE A LEADER IN TRANSFORMATIONAL CANCER **B**REAKTHROUGHS

- As the **largest private, not-for-profit funder of cancer research**, we have invested more than **\$4.8 billion** since 1946
- **47 researchers** funded by ACS went on to win the **Nobel Prize**
- **First to scientifically prove a link between cancer and smoking** and a link between **obesity and death from breast, colorectal, liver, uterine, and other cancers**
- We have played a role in **most of the recent cancer research breakthroughs**

## WE SERVE **C**OMMUNITIES

- **8.5 million free rides to treatment** provided for cancer patients since 2005 through **Road To Recovery**
- **4 million free nights** of lodging through our **Hope Lodge communities**
- Helped deliver over **800,000 low- or no-cost cancer screenings** in underserved communities

## WE PROVIDE **D**IRECTION

- **We are the #1 trusted source for cancer information** with over 100 million visits to cancer.org annually and our **Cancer Facts and Figures** publication being one of the most widely cited publications of cancer data in the world
- Answers and support available **24/7** through our live helpline, where we respond to **1.3 million calls** annually
- Working to **eliminate HPV-related cancers in the US by 2026** and ensure **80% of adults** aged 45+ are screened for colorectal cancer

[cancer.org](http://cancer.org) | 1.800.227.2345

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**T:** 732.292.4260 **F:** 732.528.0162  
**E:** [Emily.nelson@cancer.org](mailto:Emily.nelson@cancer.org)



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### Full Promotional Rights

- Presenting Sponsor name and logo on invitation, and all promotional materials
- Exclusive placement on the InsideFrontCover of the Tides of Change Gala Ad Journal
- Two (2) full page Company Profile in the Tides of Change Gala Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal
- Presenting Sponsor recognition (name and logo) will be displayed on the Tides of Change website and Facebook page, with a link to the sponsor's website and Facebook page
- Recognition in all Tides of Change Gala press releases and publicity

### Hospitality Benefits

- Two (2) tables of Twelve (24) with premier seating
- *Sponsor's guests each receive \$100 in casino chips*
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Verbal recognition during the event presentation
- Company recognition displayed on each dinnertable
- Recognition on a specific casino game table
- Recognition on all night-of-event signage
- Recognition on video loop and evening program PowerPoint slides
- Multimedia Showcase (one minute)
- In recognition of your participation at the Presenting Sponsorship level, the American Cancer Society's Society Award will be presented to you or your company representative at the Tides of Change Gala.

## Diamond Sponsor

\$10,000

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### Full Promotional Rights

- Diamond Sponsor recognition on invitation, website, and Facebook page, with a link to the sponsor's website or Facebook page.
- Exclusive placement on the Inside Front Cover of the Tides of Change Gala Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal
- Recognition in all Tides of Change Gala press releases and publicity

### Hospitality Benefits

- Reserved Seating: Fourteen (14) tickets to the gala
- *Sponsor's guests each receive \$75 in casino chips*
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Verbal recognition during the event presentations
- Recognition on a specific casino game table
- Recognition on night-of-event signage
- Recognition on video loop

## Platinum Sponsor

\$7,500

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### Full Promotional Rights

- Platinum Sponsor recognition on invitation, website, and Facebook page, with a link to the sponsor's website or Facebook page.
- Rose Page Advertisement (full page, color) in the Tides of Change Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal
- Recognition in all Tides of Change Gala press releases and publicity

### Hospitality Benefits

- Reserved Seating: Twelve (12) tickets to the gala
- *Sponsor's guests each receive \$50 in casino chips*
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Verbal recognition during the event presentations
- Recognition on a specific casino game table
- Recognition on night-of-event signage and video loop

## Gold Sponsor

\$5,000

### Full Promotional Rights

- Gold Sponsor recognition on invitation, website, and Facebook page, with a link to the sponsor's website or Facebook page.
- Gold Page Advertisement (full page, color) in the Tides of Change Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal

### Hospitality Benefits

- Reserved Seating: Ten (10) tickets to the gala
- *Sponsor's guests each receive \$25 in casino chips*
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Recognition on a specific casino game table
- Recognition on night-of-event signage
- Recognition on video loop



## Silver Sponsor

\$2,500

### Full Promotional Rights

- Silver Sponsor recognition on invitation, website, and Facebook page, with a link to the sponsor's website or Facebook page.
- Silver Page Advertisement (full page, color) in the Tides of Change Gala Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal

### Hospitality Benefits

- Reserved Seating: Six (6) tickets to the gala
- *Sponsor's guests each receive \$25 in casino chips*
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Recognition on night-of-event signage
- Recognition on video loop



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Farmingdale, NJ

Contact: Emily Nelson  
Sr. Community Development Manager,  
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E: Emily.nelson@cancer.org



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## Bronze Sponsor

\$1,250

### Full Promotional Rights

- Bronze Sponsor recognition on invitation, website, and Facebook page, with a link to the sponsor's website or Facebook page
- Half Page Advertisement (b/w) in the Tides of Change Gala Ad Journal
- Recognition on Sponsors page of Tides of Change Gala Ad Journal

### Hospitality Benefits

- Reserved Seating: Four (4) tickets to the gala
- All guests will enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes

### On-Site Recognition

- Recognition on sponsor sign at Tides of Change Gala
- Recognition on video loop



## Giving Sponsor

\$500

### Full Promotional Rights

- Half Page (b/w) advertisement in the Tides of Change Gala Ad Journal
- Recognition on Contributors page of Tides of Change Gala Ad Journal

### On-Site Recognition

- Recognition on sponsor sign at Tides of Change Gala
- Recognition on video loop

## Game Table Sponsor

\$300 per table

### On-Site Recognition

- Recognition on a specific casino game table
- Game table listing on Contributors page in Tides of Change Gala Ad Journal
- Recognition on video loop

Mr. and Mrs. Fred and Joann Maicas

Ms. Lauren Naples and Ms. Gianna Figurelli

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## Specialty Sponsorship Opportunities

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All specialty sponsors will receive recognition within the video loop and ad journal as well as the Facebook page and event website.

### \$4,500 Casino Sponsor (Exclusive)

- Company logo will be featured on the casino gaming currency
- Reserved Seating: Eight (8) tickets to the gala
- Rose Page Advertisement (full page/color) in the Tides of Change Gala Ad Journal
- Logo Signage throughout the casino gaming area

### \$3,500 Gala Gift Sponsor

- Name recognition on each attendee gift
- Reserved Seating: Six (6) tickets to the gala
- Gold Page Advertisement (full page/color) in the Tides of Change Gala Ad Journal

### \$2,500 Bar Sponsor

- Company logo to be featured on cocktail napkins
- Reserved Seating: Six (6) tickets to the gala
- Silver Page Advertisement (full page/color) in the Tides of Change Gala Ad Journal
- Signage at each bar

### \$2,000 Valet Parking Sponsor

- Company logo will be featured on a prominent sign in the car drop off area
- Option to provide a personalized hang tag, bottle of water, or company product for every car
- Reserved Seating: Four (4) tickets to the gala
- Half Page Advertisement (b/w) in the Tides of Change Gala Ad Journal

### \$1,500 Entertainment Sponsor

- Reserved Seating: Two (2) tickets to the gala
- Half Page Advertisement in the Tides of Change Ad Journal
- Your company logo will be featured on signage near the DJ and podium
- Verbal recognition from the DJ and Emcee throughout the night

### \$1,500 Photo Booth Sponsor

- Reserved Seating: Two (2) tickets to the gala
- Quarter Page Advertisement in the Tides of Change Gala Ad Journal
- Company logo will be featured on all printed and digital pictures
- Company logo will be featured on signage near the photo booth



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## Tides of Change Attendee Tickets

**\$175 per person**

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Enjoy an open bar, silent auction, dinner & dancing, as well as eighteen (18) different casino-styled games with a chance to win top-notch prizes. Marketing benefits are not included with the individual tickets.

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## 2019 Sponsorship Agreement Form

Name (Please state the donor's name as you wish it to appear in all listings.)

Donor Contact Name

Committee Contact

Address

City

State

Zip

Telephone

Email

Please select all opportunities that apply:

### **Sponsorships:**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> \$15,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Gold Sponsor   | <input type="checkbox"/> \$500 Giving Sponsor     |
| <input type="checkbox"/> \$10,000 Diamond Sponsor    | <input type="checkbox"/> \$2,500 Silver Sponsor | <input type="checkbox"/> \$300 Game Table Sponsor |
| <input type="checkbox"/> \$7,500 Platinum Sponsor    | <input type="checkbox"/> \$1,250 Bronze Sponsor |   |

### **Specialty Sponsorships:**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$4,500 Casino Sponsor    | <input type="checkbox"/> \$2,500 Bar Sponsor   | <input type="checkbox"/> \$1,500 Entertainment Sponsor          |
| <input type="checkbox"/> \$3,500 Gala Gift Sponsor | <input type="checkbox"/> \$2,000 Valet Sponsor | <input type="checkbox"/> <del>\$1,500 Photo Booth Sponsor</del> |

- Tides of Change Guest tickets \_\_\_\_\_ @ \$175 per person. Total: \$\_\_\_\_\_.
- Sorry, we cannot participate, but please accept our donation of \$\_\_\_\_\_.
- Matching Gift Form enclosed.

### **Payment Method:**

- Charge (circle one): VISA / MC / AMEX / DISCOVER       Check made payable to American Cancer Society

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Please send the completed form and payment information by **Friday, November 1, 2019** to:**

American Cancer Society  
Attn: Tides of Change Gala  
2310 Route 34, Suite 1D, Manasquan, NJ 08736

For more information, please contact:  
Emily Nelson, Senior Community Development Manager  
(p): 732-292-4260 (f): 732-528-0162  
(e): [emily.nelson@cancer.org](mailto:emily.nelson@cancer.org)

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