



Why We Fight

Dear Business Leaders and Friends,

If you know...

*A child who has been diagnosed with pediatric cancer,
A friend who has been treated with Tamoxifen for breast cancer,
A family member who has received a ride from Road To Recovery,
A cancer survivor celebrating another birthday,*

Then you know...

*someone who has directly benefited from the good
work of the American Cancer Society (ACS).*

Please join us for an exciting new event to raise awareness and funds for the fight against cancer on May 8, 2021, at the Springfield City Library and Quadrangle. We are honored to serve as Co-Chairs for the first annual *An Evening of Spirits!*

We know many of your lives have been touched in one way or another by cancer. We understand the life-changing—and sometimes devastating—effects this disease can have not only on the patient, but also on their family, friends and their community as a whole.

Cancer Hasn't Paused for Covid, and Neither Can We...

While we celebrate the tremendous progress in funding cures, we face a new crisis. The ACS's revenue is projected to be cut due to the coronavirus pandemic. Because of the budget shortfall, we are at risk of cutting cancer research this year.

By supporting the ACS's *An Evening of Spirits*, you can help us build more momentum in the fight against cancer. Funds raised through the event support the Society's mission right here in western Massachusetts—to save lives by helping people stay well, celebrate lives by helping people get well and leading the fight for a world without cancer by finding cures and fighting back.

We're proud to stand with the ACS as they lead this fight. We hope you will join us in not just dreaming of a world without cancer, but making it a reality.

Together, we will put an end to the fight against cancer!

*Sincerely,
Jeffrey Fialky, Esq. and Jeffrey Sattler*



We're in Danger of Losing a Generation of Progress

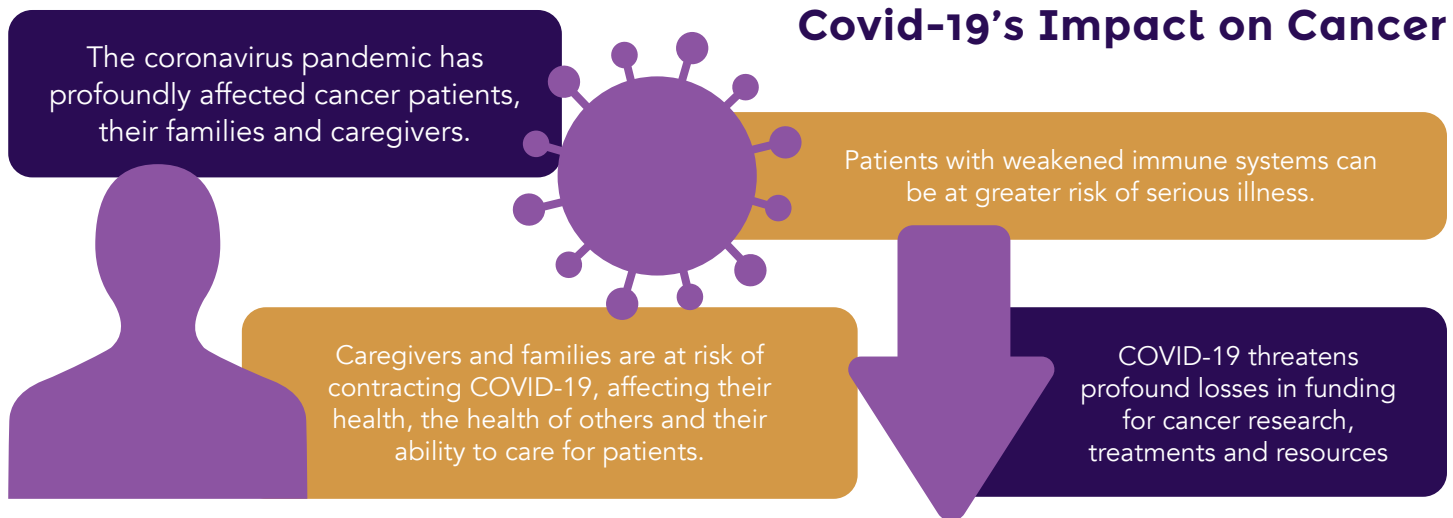
Due to the widespread health and financial effects of the COVID-19 pandemic, ACS revenue for the year is projected to decline by a third. Despite difficult cuts we've made, our programs, including our hallmark research program, are at risk. Without proper investment, we will have fewer preventative tools, fewer treatment options, lost progress towards a cure, and ultimately, more deaths from cancer in the future.

At the same time, with the spread of COVID-19, cancer patients and their caregivers are more vulnerable than ever. We need your support to keep our vital patient and caregiver resources available to all.

Given the limitations imposed on live events and large gatherings, our fundraising endeavors were put on hold in 2020, which makes this year's event that much more important.

"The drugs I am on now are based in research that started in 1985. I was 9. Today's research investments are tomorrow's cancer treatments. Everything we are doing right now is helping guarantee someone's future." — Rachel

Covid-19's Impact on Cancer



This year, more than ever, cancer can't wait. With your help, vital research won't stop. Together, we can save millions of lives and lead the fight for a world without cancer. Join us.





About the Event

For twenty-five years, a dedicated group of individuals hosted an amazing event in our community. The event, originally known as the Omar T. Pace Gala, became The Evening of Hope Gala and over the years it raised hundreds of thousands of dollars to support the American Cancer Society services in Western Massachusetts and beyond. In addition, it honored the courage and hard work of many individuals with the Omar T. Pace Award each year.

In 2021, the ACS will begin a new distinguished event tradition, rising from the legacy of great work done by so many of the incredible individuals who supported the Gala.

We are excited to share the details for *An Evening of Spirits*—a celebration of hope.

When and Where

Saturday, May 8, 2021 | 6 p.m.–10 p.m.

Springfield City Library and Quadrangle

Complimentary valet parking at the museum Welcome Center

What

Local spirits and local food for a local need

- Spirit sampling from Berkshire Mountain Distillers
- Hors d'oeuvres
- Entertainment including music, group medium crossover readings, liquor workshops, silent auction and more
- Spirit Awards—including the Omar T. Pace Spirit Award
- High-end dinner stations featuring local spirits and local food
- Open bar including liquor from Berkshire Mountain Distillers and beer from Berkshire Brewing Company
- Interactive dessert stations

A full itinerary is available at SpringfieldFightsCancer.org



A Few Facts and Local Stats

Did you know that the leading cause of cancer-related deaths in both men and women is lung cancer?

Lung cancer causes more deaths than

One of the American Cancer Society's goals are to fund the best science to discover answers and life-saving breakthroughs.

But there is GREAT NEWS!
From 1991 to 2017, the cancer death rate

has declined 29%

breast, prostate, colorectal and pancreatic cancers

combined.

In Massachusetts in 2018:

\$44,300,000

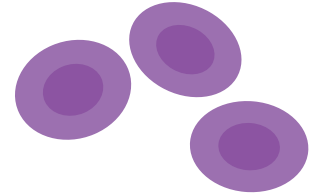
The equivalent of \$44,300,000 was invested in multi-year research grants supporting cutting-edge projects.

93

Through 93 active ACS research grants, scientists searched for the causes of cancer, as well as better treatment options and solutions to improve the lives of patients.

Breakthroughs in research directly benefit every member of every community. One example is:

Grantee Jennifer Rosenbluth, MD, PhD at Harvard Medical School, is using new 3-D methods to study breast cells from women with a BRCA1 genetic mutation. By understanding the earliest changes in these cells, new drugs can be identified to be used to prevent breast cancer in women which could be applied to other cures.



365
24/7

The **National Cancer Information Center (NCIC)**, available 365/24/7, including holidays. Trained specialists answer questions from patients, their family members and friends, and others about cancer, tobacco cessation, health insurance and more.

The American Cancer Society in western Massachusetts

Our programs make an impact.

in treatment received a free wig

795 patients and caregivers

received services, information and community resource referrals

30 patients

107 patients and caregivers were provided

2,985 nights

of free or reduced-rate lodging through our Hope Lodge program.

83

local breast cancer survivors were trained through the Reach to Recovery® program to support newly diagnosed woman on their cancer journeys.

1,065 rides

to treatments through our Road to Recovery® program.



Commitment To Our Sponsors

As a Sponsor of *An Evening of Spirits*, you and/or your organization become a part of something so much bigger than just this one event.

We're proud to share that from 1991 to 2017, the cancer death rate has declined 29%. We're on the cutting edge of treatments, resources and cancer prevention.

The ACS is a global grassroots force of over 1.5 million national volunteers dedicated to fighting cancer from every angle. We invest hundreds of millions of dollars every year to fight cancer on a global scale and have earned trust through a history of careful and proven financial stewardship for over a century.

The ACS is passionately **committed to fighting all cancers and helping every community**—western Massachusetts is no exception!

The money we raise through your sponsorship has a direct impact on the programs that support residents in western Massachusetts. One example is **Road To Recovery**, which coordinates volunteers who give patients reliable rides to their treatments. Another is **Hope Lodge**, which provides free temporary housing near treatment centers in the Boston area.

While we hope that you and your family members are spared from a cancer diagnosis, we're here when and where people facing cancer need help. We're proud of our progress, and we know that together we can do so much more.

Becoming a Sponsor of an ACS event will bolster you and/or your company's reputation, and demonstrate your commitment to serving the community.

Did you know:

74%

74% of consumers are likely to support a sponsor associated with a charity like the ACS.

98%

The ACS has a 98% recognition rate among Americans.



Americans believe cancer is the single most important health problem they face.

We value our partnerships with corporate and individual sponsors and will serve as good stewards of your generous investment. We are committed to providing you with valuable benefits and a positive experience.

Please join us as a Sponsor for *An Evening of Spirits* on May 8, 2021, at Springfield City Library and Quadrangle.

For more information, please contact Jill Monson at
jill.monson@cancer.org, or call 413-493-2122
SpringfieldFightsCancer.org



Sponsorship Levels

When possible, sponsorship levels may be tailored to meet the goals of an individual or company.

Benefits of Sponsorship	Presenting \$25,000	Champion \$10,000	Hero \$7,500	Star \$5,000	Advocate \$2,500	Supporter \$1,000
Naming rights: the ACS <i>An Evening of Spirits</i> presented by your company, first right of refusal in 2022	X					
Acknowledgement in video event announcement*	X					
Prominent logo recognition as the Presenting Sponsor on invitation*	X					
Welcome letter included in Event Program	X					
Opportunity for executive to briefly address attendees at event	X					
Opportunity to visit Hope Lodge in Boston, MA	X					
Relay For Life® Benefit (optional)						
Logo on the back of the Relay For Life of Greater Springfield T-shirt	X					
Track signage at Relay For Life of Greater Springfield	X	X				
Complimentary preferred waiter service for dinner	X	X				
Verbal recognition by emcee	X	X	X			
Inclusion in media materials such as press releases and PSAs*	X first opportunity for press interview requests	X	X			
Post-event check presentation opportunity	X	X	X			



Sponsorship Levels Continued

Benefits of Sponsorship	Presenting \$25,000	Champion \$10,000	Hero \$7,500	Star \$5,000	Advocate \$2,500	Supporter \$1,000
Logo sticker on event entrance walkway*	24" x 24" in 2 locations	24" x 24"	18" x 18"	18" x 18"		
Inclusion in pre-event marketing emails*	Logo	Logo	Logo	Text	Text	
Signage in the Library and in the dinner tent*	Logo	Logo	Text	Text	Text	Text
Email post-event to attendees, sent by ACS, with a personalized message/offer	X individual message	X individual message	X individual message	X individual message	X message with other sponsors at this level	X message with other sponsors at this level
Recognition on event website with logo and link	X	X	X	X	X	X
Branded Twitter and Facebook mentions leading up to event	X	X	X	X	X	X
Faces of Courage event digital journal tribute. The opportunity to recognize the memory of or honor a loved one or friend with a maximum 200-word tribute/message, a photo (optional), name and type of cancer. May include company logo with link if requested.	4 tributes included	3 tributes included	2 tributes included	A tribute included	A tribute included	A tribute included
Tickets to <i>An Evening of Spirits</i>	16	8	6	6	4	2
Knowledge that you have made a difference in the lives of millions who have experienced cancer, and countless others who will never be diagnosed, thanks to advances in prevention, early detection and treatment	X	X	X	X	X	X

Additional amenities and underwriting opportunities (i.e. Valet Parking Sponsorship, Bar Sponsorship) are also available. Please inquire for details.

*Time-sensitive benefit. Deadlines of each benefit vary—please coordinate with your ACS Staff Partner for specifics.



ACS Evening of Spirits Honorary Committee and Event Leadership Team

A very special thank you to our team members. Without their energy, enthusiasm and hard work, this evening would not have been possible.

Event Leadership Team

Jeff Sattler, Co-Chair

Liberty Bank

Jeff Fialky, Esq., Co-Chair

Bacon/Wilson

Regina Burns, Logistics Subcommittee Chair

Rise Event Production

Debbie Chase, Sponsorship and Underwriting Lead

Chase the Future

Dawn Creighton, Marketing and PR

Frank Crinella III, Revenue Team

RMG Wealth Management Group

Michelle Delphia, Logistics Team

TD Bank

Gregg Desmarais, Beverage Lead

TD Bank

Zoe Eckert, Social Media and Website

MassLive Media

Harry Georgiades, Revenue Team

McNamara Waste Services

Lynn Ireland, Marketing and PR Lead

Sisters of Providence Ministry Corporation

Karla Impionbato Sass, Volunteer Lead

Health New England

Rob Madrid, Communications Subcommittee Chair

MassLive Media

Sharon Marshall, Revenue Subcommittee Chair

RMG Wealth Management Group

Nicole Polite, Spirit Award Lead

Mane Hire

Amy Selvia-Smith, Catering Lead

New England Promotional Marketing (NEPM)

Ryan Stelzer, Revenue Enhancer Lead

Strategy of Mind

Lisa Wray, Social Media and Website Lead

Pyramid Management/Holyoke Mall

Honorary Team Members

Sue Chamberlain

TD Bank

Denis Gagnon

Excel Dryer

Mark Katz

Gekay Sales and Service

Ashley Kohl

Ohana School of Dance

Jenny MacKay

USI Insurance

Grace and Mike McCarthy

Everbrook Senior Living

Bob McNamara

McNamara Waste Services

Judy Matt

Spirit of Springfield

Peter Rosskothén

Log Cabin and Delaney House

Meghan Rothschild

ChikMedia

Paul Stelzer

The O'Connell Companies

Kevin Vann

The Vann Group

Mike Vann

The Vann Group

Allison and Craig Werder

Isenberg School of Management and JPMorgan



Contact Information



For more information, please contact Jill Monson at
jill.monson@cancer.org, or call 413-493-2122
SpringfieldFightsCancer.org



Thank you for your generous support of the American Cancer Society and our programs. We look forward to partnering with you on the fight against cancer.



Become a Sponsor Form

All fields are required.

Name of Company _____

Company Website URL _____

First Name _____

Last Name _____

Email Address _____

Phone Number _____

Title _____

Which Sponsorship Opportunity are you interested in?

(Check all that apply.)

- | | | |
|--|-------------------------------|------------------------------------|
| <input type="checkbox"/> Presenting | <input type="checkbox"/> Hero | <input type="checkbox"/> Advocate |
| <input type="checkbox"/> Champion | <input type="checkbox"/> Star | <input type="checkbox"/> Supporter |
| <input type="checkbox"/> Other [please specify]: _____ | | |

Additional Comments _____

