

COUTURE *for a* CAUSE

recycled runway competition

Call for Sponsors

EVENT: SEPTEMBER 6, 2018

RECYCLED RUNWAY COMPETITION TO BENEFIT THE
American Cancer Society Greenville

WILL YOU JOIN THE FIGHT?

The official sponsor of birthdays, the American Cancer Society is proud to say that nearly 14 million cancer survivors are celebrating their special day again this year. Today we ask you to help us continue to give the gift of another birthday through your participation in the 2018 Couture for a Cause. At this prestigious event, you'll be a contributing factor in the fight against cancer and the lives saved through the American Cancer Society. Slated for September 7, 2018 at the beautiful Southern Bleachery in Taylors, South Carolina, this year's event will inspire, uplift and help create a world with more birthdays. Won't you join us in the fight against cancer? Find the sponsorship level that works for you and then get ready for an amazing evening at the 2018 Couture for a Cause.

Your support of the 2018 Couture for a Cause will enable us to continue critical work in Greenville, SC

- In 2015, over 700 Greenville County residents received services or programs provided by the American Cancer Society.
- The ACS Hope Lodges offer cancer patients and their caregivers a free place to stay when their best hope for effective treatment may be in another city. In 2015, Greenville residents battling cancer spent a total of 333 nights at an ACS Hope Lodge. Assuming the average cost for a hotel room to be \$150 per night, this saved patients \$49,950 in lodging costs.
- ACS Road To Recovery Program provides patients with transportation to and from treatment who do not have a ride or are unable to drive themselves. In 2015, ACS funded 392 trips to Greenville cancer patients to and from treatment. Assuming the average cost of \$5 per trip, this saved patients \$2,960 in transportation cost.

AMERICAN CANCER SOCIETY ACCOMPLISHMENTS

As the largest nongovernmental funder of cancer research, having spent more than \$3.9 billion on cancer research, we've played a role in nearly every cancer breakthrough in recent history. We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.

- In 1913, the five year survival rate was one in nine.
- In 1940, the survival rate grew to one in four.
- In 1960, it grew to one in three.
- Today the survival rate is 72% for all cancers.

The American Cancer Society has made tremendous advancements in seeking cures for childhood cancer. Today a child's risk of dying from cancer is 53% less than it was in 1975. The substantial progress in childhood cancer is largely attributable to improvements in treatment and the high proportion of pediatric patients participating in clinical trials. The American Cancer Society is deeply committed to finding new answers that will benefit every child with cancer.

Another recent accomplishment is the addition of patient navigation service which continues to expand, with new centers at health care facilities across the nation. The program provides one-on-one guidance to people facing cancer throughout every step of their journey, serving more than 88,000 cancer patients and families annually and fulfilling more than 150,000 requests for service.

Our list of accomplishments is long, but the bottom line is that 11 million cancer survivors – more than 400 people a day in the US are celebrating birthdays this year who would have otherwise been lost to the disease, and countless Americans who have avoided cancer – are celebrating birthdays because of the progress we've made and the services we provide.

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WHY BECOME A CORPORATE PARTNER?

Increased Credibility in the Community

Positioning as a partner of the American Cancer Society – the largest and most respected voluntary health organization in the United States – will bolster your company's reputation and demonstrate your commitment to serving the Greenville community

Guaranteed Prominence, Competitive Edge Promotional opportunities are available and vary based on investment, including:

- Prominent placement of your company's logo on the event website and collateral
- Event visibility promoting your company to corporate and philanthropic leaders

Positive Customer Awareness

- 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society
- The American Cancer Society has a 98% recognition rate among Americans
- Americans believe cancer is the single most important health problem they face

For more information contact: Stephanie Rivers | Community Manager
154 Milestone Way, Greenville SC 29615 | P: 864.627.1903 | stephanie.rivers@cancer.org

Sponsorship Commitment Form

Corporation Name: _____

Address: _____

Contact Name & Title: _____

Telephone Number: Fax Number: _____

E-Mail Address: _____

Additional Contact: _____

Telephone Number: _____ E-mail: _____

How would you like your corporation to be listed? _____

Please select sponsorship level and payment method below:

- | | | |
|---|--|--|
| <input type="checkbox"/> \$15,000 Runway Sponsor | <input type="checkbox"/> \$7,500 Catwalk Sponsor | <input type="checkbox"/> \$5,000 Fashion or Bust Sponsor |
| <input type="checkbox"/> \$5,000 Swag Bag Sponsor | <input type="checkbox"/> \$2,500 Vogue Sponsor | <input type="checkbox"/> \$500 Couture Sponsor |

Payment Options:

- Please invoice me at the address listed above
- Check # _____ enclosed
- Please call me to pay by credit card

For questions or additional information, please contact:

Benefits of sponsorship to begin with receipt of sponsorship funds or signed sponsorship commitment form. All sponsorships receive benefits as described in the sponsorship package. Commitment and company logo (if applicable) must be in before March 31, 2018 to be part of the event invitation. The American Cancer Society cares about your privacy and protects how we use your Information. To view our full privacy policy or if you have any questions, please call the American Cancer Society at 1-800-ACS-2345.

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SPONSORSHIP OPPORTUNITIES

Event Sponsorship – Opportunity to have your company's name associated with the American Cancer Society in promotional and collateral materials, invite company executives and clients to attend the event and the opportunity to promote your company to Greenville's social and philanthropic leaders

RUNWAY SPONSOR | Recognition Benefits | Total Investment \$15,000

Exclusive Opportunity

Pre-Event Promotional Opportunities

- Joint show title - company name tag-lined after event name, "Couture for a Cause presented by your company name here"
- Guaranteed Prominence – Recognizing your company as the Runway Sponsor by prominently placing your company's logo on the following:
 - o Website – Your logo will appear on the event's website recognizing your company as the Runway Sponsor
 - o Media and Advertising – Prominent recognition on all event media and advertising
 - o Invitation - Recognition as the Runway Sponsor on the event invitation
 - o Program – Your company name will appear on the Sponsor Page in the event program

Event Promotional Opportunities

- VIP seating and party access for 10 of your company's guest
- Opportunity to have a company executive speak during the intermission program of event
- Verbal recognition as the Runway Sponsor of the 2018 Couture for a Cause
- Company's logo scrolling in event media program throughout the night
- Logo recognition on signage surrounding the runway night of event
- Opportunity to place company branded item in event Swag Bags to be gifted to all participating artist and models
- Full page priority company advertisement placement in the evening program

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CATWALK SPONSOR | *Recognition Benefits* | Total Investment \$7,500

Category Exclusive

Pre-Event Promotional Opportunities

- Guaranteed Prominence – Recognizing your company as the Catwalk Sponsor by prominently placing your company's logo on the following:
 - Website – Your logo will appear on the event's website recognizing your company as the Catwalk Sponsor
 - Media and Advertising – Prominent recognition on all event media and advertising
 - Invitation - Recognition as the Catwalk Sponsor on the event invitation
 - Program – Your company name will appear on the Sponsor Page in the event program

Event Promotional Opportunities

- VIP seating and party access for 8 of your company's guest
- Verbal recognition as the Catwalk Sponsor of the 2018 Couture for a Cause
- Company's logo scrolling in event media program throughout the night
- Logo recognition on signage at the event
- Opportunity to place company branded item in event Swag Bags to be gifted to all participating artist and models
- Half page priority company advertisement placement in the evening program

FASHION OR BUST | *Recognition Benefits* | Total Investment \$5,000

Category Exclusive

- Exclusive Sponsor of the Fashion or Bust Station at the event, have your company's logo displayed on the balloons that event attendees can purchase for a winning prize
- Guaranteed Prominence – Recognizing your company as the Fashion or Bust Sponsor by prominently placing your company's name on the following:
 - Website – Your company name will appear on the event's website recognizing your company as the Fashion or Bust Sponsor
 - Media and Advertising – Prominent recognition on all event media and advertising
 - Program – Your company name will appear on the Sponsor Page in the event program
- Prominent event seating and VIP Party access for 6 of your company's guest
- Your company's name scrolling in event media program throughout the night
- Quarter page priority company advertisement placement in the evening program

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SWAG BAG SPONSOR | *Recognition Benefits* | Total Investment \$5,000

Exclusive Opportunity

- Exclusive Sponsor of the event Swag Bags to be handed out to all participating artist and models, with your company logo on the reusable grocery tote
- Guaranteed Prominence – Recognizing your company as the Swag Bag Sponsor by prominently placing your company's name on the following:
 - Website – Your company name will appear on the event's website recognizing your company as the Swag Bag Sponsor
 - Media and Advertising – Prominent recognition on all event media and advertising
 - Program – Your company name will appear on the Sponsor Page in the event program
- Prominent event seating and VIP Party access for 6 of your company's guest
- Your company's name scrolling in event media program throughout the night
- Quarter page priority company advertisement placement in the evening program

VOGUE SPONSOR | *Recognition Benefits* | Total Investment \$2,500

Category Exclusive

- Guaranteed Prominence – Recognizing your company as a Vogue Sponsor by prominently placing your company's name on the following:
 - Website – Your company name will appear on the event's website recognizing your company a sponsor
 - Media and Advertising – Prominent recognition on all event media and advertising
 - Program – Your company name will appear on the Sponsor Page in the event program
- Prominent event seating and VIP Party access for 4 of your company's guest
- Opportunity to place company branded item in event Swag Bags to be gifted to all participating artist and models
- Your company's name recognition on signage at the event

SHOW STOPPER SPONSOR | *Recognition Benefits* | Total Investment \$2,500

- Guaranteed Prominence – Recognizing your company as a Show Stopper Sponsor by prominently placing your company's name on the following:
 - Website – Your company name will appear on the event's website recognizing your company a sponsor
 - Media and Advertising – Prominent recognition on all event media and advertising
 - Program – Your company name will appear on the Sponsor Page in the event program
- Prominent event seating and VIP Party access for 2 of your company's guest
- Opportunity to place company branded item in event Swag Bags to be gifted to all participating artist and models
- Your company's name recognition on signage at the event

COUTURE SPONSOR | *Recognition Benefits* | Total Investment \$500

- Guaranteed Prominence – Recognizing your company as a Couture Sponsor by prominently placing your company's name on the following:
 - Website – Your company name will appear on the event's website recognizing your company a sponsor
 - Program – Your company name will appear on the Sponsor Page in the event program
- Prominent event seating 2 of your company's guest
- Opportunity to place company branded item in event Swag Bags to be gifted to all participating artist and models
- Your company's name recognition on signage at the event