



Women Leading the Way to Wellness

Reimagined in 2021...

Join us for an inspiring and interactive
week long experience

**Monday, November 15th -
Friday, November 19th, 2021**




And save the date...

**For an in-person Luncheon
Thursday, May 5th, 2022**



www.acswomenandwellness.com



The American Cancer Society Women Leading the Way to Wellness “Wellness Week” (2021) and Luncheon (May 5th, 2022) will focus on the prevention and early detection of cancer and how women’s health play a critical role in this area. This is a priority at the American Cancer Society as we forge the way to not only find a cure for cancer but, find a way to prevent it. Decreasing cancer occurrences is as important to us as finding a medical cure; though we continue to aggressively work on both fronts to eliminate cancer.

As a sponsor of our event, you’re a part of something so much bigger than just one event. We believe we are closer than ever to finishing the fight against cancer.

The American Cancer Society is passionately committed to fighting every cancer and helping every community. We are the largest community-based voluntary health organization in the world, with 3 million dedicated volunteers saving lives from cancer every day.

Together with our millions of supporters, the American Cancer Society saves lives and creates a world with less cancer by helping people stay well and get well, by finding cures, and by fighting back against cancer. We are there when and where people fighting cancer need help.

We are proud of the progress we’ve made - but know that together, we can do even more.

The American Cancer Society’s

Women Leading the Way to Wellness

Tri-Chairs

Maureen Clark Newlove

Robin Selden

Kitt Shapiro

Executive Committee

Stacey Babson-Smith

Molly Carmody

Lucinda Cross

Kat Jamieson

Shelley Kapitulik

Shantana Maye-Hazel

Kim Pugh

Mia Schipani

Jami Sherwood

Kelly Thomas

Robyn Whittingham

Zara Williamson

Tracie Wilson

Sponsorship Opportunities

Presenting Sponsor

\$25,000

The Presenting Sponsor highlights your commitment and dedication to the health and wellness of our community by supporting the American Cancer Society's Women Leading the Way to Wellness event. The Presenting Sponsor offers maximum exposure for your brand. The Presenting Sponsor is the unique opportunity for saving lives by helping people stay well and get well by finding cures and fighting back! Available for the 2022 event!

Recognition Benefits:

- **Exclusive Opportunity!**
- First right of refusal as Women Leading the Way Presenting Sponsor 2023
- Full-page color acknowledgement in the event program as well as Presenting Sponsor on inside front and back cover of Women Leading the Way program (May 2022 Event)
- Inclusion in the press release sent to local media outlets
- Company logo included, and listed as a Presenting Sponsor on more than 2,000 save the dates and invitations
- Named as Presenting Sponsor on the Women Leading the Way to Wellness website and all social media outlets
- Named as Presenting Sponsor with company logo on event day signage
- Recognition of your support on projection screen
- Verbal recognition and the exclusive opportunity to speak from the podium
- Inclusion of your company logo on "Step and Repeat"

Participants Benefits:

- Two (2) VIP tables of 10 (20 people) with preferred seating (May 2022 Event)
- Exclusive opportunity to introduce the Event Moderator and Honorees
- Exclusive opportunity to speak from the podium

For More Information or Additional Opportunities:
kelsey.mcgettigan@cancer.org

Gold Sponsor

\$10,000

The Gold Sponsor is dedicated to the health and wellness of our community, by supporting the Women Leading the Way to Wellness event, and the lifesaving mission of the American Cancer Society. The Gold Sponsor is a unique opportunity for a corporation to save lives, by helping others stay well, by finding cures and fighting back.

Recognition Benefits:

- Presenting Sponsor opportunity (Fall 2021 Event) *Increased recognition as a Presenting Sponsor for the Fall 2021 Event
- Full-page color acknowledgement in the event program, with preferred placement (May 2022 Event)
- Inclusion in the press release sent to local media outlets
- Company named as a Gold Sponsor on more than 2,000 save the dates and invitations
- Named as a Gold Sponsor with company logo on the Women Leading the Way to Wellness website and all social media outlets
- Verbal recognition from the podium
- Inclusion of your company logo on event “Step and Repeat”
- Named as a Gold Sponsor on event day signage

Participants Benefits:

- Two (2) tables of 10 (20 people) with preferred seating (May 2022 Event)

Virtual Enhancement Benefits:

These can be purchased in addition or on their own for the Wellness Week

- Logo placement on all collateral for the event (including but not limited to social media backdrops, invitation, website, raffle collateral, etc.) (\$1,000)
- Full page color acknowledgment in the virtual event program (\$500)
- Variety (3) of speaking events (Facebook Live, two (2) “Ask the Expert” panel opportunities) (\$250)
- Two (2) social media takeover opportunities (\$250)
- Two (2) dedicated social posts (\$100)

For More Information or Additional Opportunities:
kelsey.mcgettigan@cancer.org

Silver Sponsor

\$5,000

The Silver Sponsor is dedicated to the health and wellness of our community by supporting the Women Leading the Way to Wellness event and the lifesaving mission of the American Cancer Society. The Silver Sponsor is a unique opportunity for a corporation to save lives by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits:

- Full-page color acknowledgement in the event program (May 2022 Event)
- Inclusion in the press release sent to local media outlets
- Company named as a Silver Sponsor on more than 2,000 save the dates and invitations
- Named as a Silver Sponsor with company logo on the Women Leading the Way to Wellness website
- Verbal recognition from the podium (May 2022 Event)
- Named as a Silver Sponsor with company logo on event day signage

Participants Benefits:

- One (1) table of 10 with preferred seating (May 2022 Event)

Virtual Enhancement Benefits:

These can be purchased in addition or on their own for the Wellness Week

- Logo placement on collateral for the event (including but not limited to social media backdrops and auction collateral), logo used on Facebook Live backdrop for speakers (\$1,000)
- Full-page color acknowledgement in the virtual event program (\$500)
- One (1) social media takeover opportunity (\$175)
- One (1) "Ask the Expert" panel opportunity (\$175)
- One (1) dedicated social post (\$50)

For More Information or Additional Opportunities:
kelsey.mcgettigan@cancer.org

Bronze Table Sponsor

\$2,500

The Bronze Table Sponsor is dedicated to the health and wellness of our community by supporting the Women Leading the Way to Wellness event and the lifesaving mission of the American Cancer Society. The Bronze Table Sponsor is a unique opportunity for a corporation to save lives by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits:

- Half-page black and white acknowledgement in the event program (May 2022 Event)
- Inclusion in the press release sent to local media outlets
- Company named as a Bronze Table Sponsor on more than 2,000 save the dates and invitations
- Named as a Bronze Table Sponsor with company logo on the Women Leading the Way to Wellness website
- Named as Bronze Table Sponsor with company logo on event day signage (May 2022 Event)

Participants Benefits:

- One (1) table of 10 with preferred seating (May 2022 Event)

Virtual Enhancement Benefits:

These can be purchased in addition or on their own for the Wellness Week

- Logo placement on collateral for the event (including but not limited to social media backdrops and auction collateral), logo used on Facebook Live backdrop for speakers (\$1,000)
- Half-Page black and white acknowledgment in the virtual event program (\$250)
- One (1) social media takeover opportunity (\$175)
- One (1) dedicated social post (\$50)

For More Information or Additional Opportunities:
kelsey.mcgettigan@cancer.org

Comprehensive Care Partner

\$1,500

The Comprehensive Care Partner is dedicated to the health and wellness of our community by supporting the Women Leading the Way to Wellness event and the lifesaving mission of the American Cancer Society. The Comprehensive Care Partner is a unique opportunity for a corporation to save lives by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits:

- Half-page black and white acknowledgement in the event program (May 2022 Event)
- Company name printed in the event program (May 2022 Event)
- Named as a Comprehensive Care Partner on the Women Leading the Way to Wellness website

Participants Benefits:

- Four (4) seats at the Women Leading the Way to Wellness event (May 2022 Event)

Virtual Enhancement Benefits:

These can be purchased in addition or on their own for the Wellness Week

- Logo placement on collateral for the event (including but not limited to social media backdrops and auction collateral), logo used on Facebook Live backdrop for speakers (\$1,000)
- Half-Page black and white acknowledgment in the virtual event program (\$250)
- One (1) social media takeover opportunity (\$175)
- One (1) "Ask the Expert" panel opportunity (\$175)
- One (1) dedicated social post (\$50)

Choose Your Experience

\$125

- The cost of the 2022 in-person ticket, or a way to support your American Cancer Society during the Fall 2021 Wellness Week. Participate in a weeklong virtual experience and be entered to win a prize!

For More Information or Additional Opportunities:
kelsey.mcgettigan@cancer.org

Underwriting Opportunities

Luncheon Underwriter (May 2022) \$5,000

Company/Donor Included on table tents for 250+ seated guests. Company/Donor will be also recognized in all print collateral and social media as the Luncheon Underwriter.

Raffle Auction Underwriter (Nov 2021 and May 2022) \$2,500

Company/Donor included in all Raffle Auction signage and will be recognized in all print collateral and social media as the Raffle Auction Underwriter. Includes the opportunity to staff the Raffle Auction table with up to two volunteers from your company the day of the event.

Departure Gifts (May 2022) \$2,500

Company/Donor included in all print collateral, departure gift tag and social media as the Departure Gift Underwriter.

Postage/ Print Underwriter (May 2022) \$1,000

Company/Donor listed in all event collateral and social media as the Postage/ Print Underwriter.

For More Information or Additional Underwriting Opportunities:
kelsey.mcgettigan@cancer.org

American Cancer Society's Women Leading the Way to Wellness

Sponsorship Agreement Form

Company and/or individual name(s): _____

Print names(s) EXACTLY as they should appear in event program: _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Contact name (if different from above) _____

Sponsorship Opportunities

Please check one

- ☐ \$25,000 Presenting Sponsor
- ☐ \$10,000 Gold Sponsor
- ☐ \$5,000 Silver Sponsor
- ☐ \$2,500 Bronze Table Sponsor
- ☐ \$1,500 Comprehensive Care Partner

See Sponsorship Opportunities for detailed description of benefits of each level.

Underwriting Opportunities

- ☐ \$5,000 - Luncheon Underwriter
- ☐ \$2,500 - Raffle Auction Underwriter
- ☐ \$2,500 - Departure Gifts Underwriter
- ☐ \$1,000 - Postage/Print Underwriter

General Donation

☐ \$ _____

Virtual Event Enhancement

- ☐ \$1000 Logo placement on all collateral for the event
- ☐ \$500 Full-page color acknowledgement in virtual event program
- ☐ \$250 Two (2) social media takeover opportunities
- ☐ \$250 Half-page black and white acknowledgment in virtual event program
- ☐ \$250 Variety of three (3) speaking events (Facebook Live takeover, "Ask the Expert" panel, etc.)
- ☐ \$175 One (1) social media takeover
- ☐ \$175 One (1) "Ask the Expert" panel
- ☐ \$50 One (1) dedicated social post

Individual Tickets

☐ \$125 - Individual Tickets ☐ \$1,250 - Table of 10

☐ Check enclosed made payable to the American Cancer Society.

Please include "Women Leading the Way to Wellness, Q62WR5" on the memo line.

☐ Charge my credit card (circle one): Visa MC Amex Discover

Credit card # _____ Exp _____

Printed name of cardholder _____

Signature _____

Billing address _____

Billing phone number _____

City _____ State _____ Zip _____

☐ Send me an invoice

All contributions and ads meeting the required specifications received by April, 1, 2022, will be listed in the Women Leading the Way to Wellness Journal.

PLEASE SIGN FORM AND RETURN TO:

Kelsey McGettigan

American Cancer Society

WLWW (Q62WR5) Norwalk, CT

132 West 32nd Street, New York NY 10001

ADVERTISEMENT/TRIBUTE SPECIFICATIONS:

- Send as high-resolution PDF or JPG with fonts included
 - All ads will be printed in black and white, unless otherwise specified
- Email artwork to kelsey.mcgettigan@cancer.org

For more information, contact Kelsey McGettigan at 603.340.4356 or kelsey.mcgettigan@cancer.org

The American Cancer Society cares about your privacy and protects how we use your information.
Please visit cancer.org or call 1-800-227-2345 for our full privacy policy or if you have questions.

American Cancer Society's Women Leading the Way to Wellness

Advertisement Agreement Form

Company and/or individual name(s): _____

Print names(s) EXACTLY as they should appear in event program: _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Contact name (if different from above) _____

Advertisements

Please check one

☐ \$700 Full-page ad or tribute* (4.833"W x 7.833"H)

☐ \$350 Half-page ad or tribute* (4.833"W x 3.917"H)

Artwork

☐ Artwork is enclosed

☐ Artwork will be sent separately

**For Tribute, please fill out the Tribute Option Information below*

**All contributions and ads meeting the required specifications received by April 1st, 2022
will be listed in the Women Leading the Way to Wellness Journal.**

☐ Check enclosed made payable to the American Cancer Society.

Please include "Women Leading the Way to Wellness, Q62WR5" on the memo line.

☐ Charge my credit card (circle one): Visa MC Amex Discover

Credit card # _____ Exp _____

Printed name of cardholder _____

Signature _____

Billing address _____

Billing phone number _____

City _____ State _____ Zip _____

☐ Send me an invoice

Tribute Options

Please select one

☐ In honor of _____ From _____

☐ In loving memory of _____ From _____

☐ With best wishes from _____

(your name or company name)

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American Cancer Society

WLWW (Q62WR5) Norwalk, CT

132 West 32nd Street, New York NY 10001

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Thank You

Cancer mortality rates in the US have fallen by over 20 percent during the past two decades - that's 500 lives saved from cancer every day. We are working to save 1,000 lives a day domestically, and one day 10,000 lives a day worldwide.

Today 2 out of 3 people diagnosed with cancer survive.
Our goal is to make that 3 out of 3.

We are putting all our efforts towards saving more lives, faster.
Today, we're focusing on key areas where we know we can make progress quickly. We're honing in on the biggest cancer killers, where we have proven strategies to help reduce the burden, like tobacco control and colon cancer screening.

Kelsey McGettigan
American Cancer Society
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kelsey.mcgettigan@cancer.org



For more information please visit our website
www.acswomenandwellness.com