



The American Cancer Society's
Premier Young Professional Network

ASSOCIATE BOARD
of AMBASSADORS

aboa

AMERICAN CANCER SOCIETY

2021 Sponsorship Information

OUR MISSION IS TO SAVE LIVES,
CELEBRATE LIVES, AND LEAD THE FIGHT
FOR A WORLD WITHOUT CANCER.



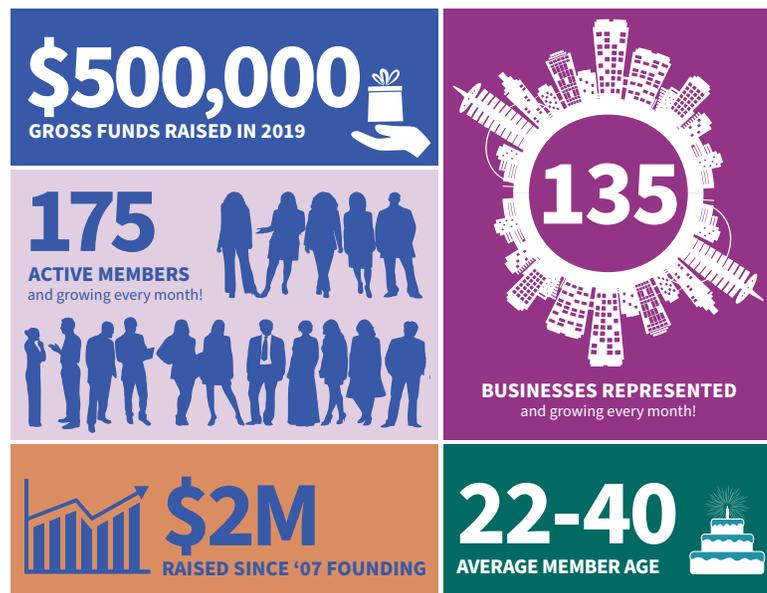
Our Lifesaving Mission

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 31% decline in U.S. deaths over the past two decades, which equates to 3.2 million fewer cancer deaths. But we can't stop there. Over 1.9 million new cancer cases are expected to be diagnosed in 2021 and more than 608,000 Americans will lose their battle – that's over 1,600 people per day. The American Cancer Society is committed to changing these devastating odds by remaining the most impactful cancer-fighting organization.

We know we cannot win the cancer fight alone. It will take all of us, working together, to bring this disease under control.

The American Cancer Society Associate Board of Ambassadors



The Associate Board of Ambassadors (ABOA) is a community of young professionals committed to supporting the lifesaving mission of the American Cancer Society – to save lives, celebrate lives and lead the fight for the world without cancer. This dedicated group of young professionals has raised over \$2.5 million for the American Cancer Society since its inception in 2007. Made up of 185+ members from more than 140 Chicagoland companies, the Associate Board also provides extensive volunteer, social networking and professional development opportunities for its members.

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Why You Should Support the ABOA

The Associate Board of Ambassadors is a distinguished group of young professionals who are relentlessly fighting to end cancer as we know it. They are currently in the midst of a March to a Million campaign, aiming to become a Board raising \$1 million annually by the end of 2023. The content below provides additional context explaining why you should support the ABOA in 2021. We hope you will join us in the fight against cancer.

INNOVATION AT ITS FINEST

2020 presented the world with unprecedented challenges. The American Cancer Society was not immune to these challenges, and in fact many of these hurdles impacted our organization in a detrimental way that will have long lasting effects on cancer patients for generations to come. However, the Associate Board of Ambassadors embraced versatility and innovation to persevere and they achieved one of their most successful fundraising years to date. Here are some initiatives the ABOA created in 2020:

- Created a Diversity, Equity & Inclusion Committee to support mission-based, health equity and membership opportunities
- Launched the ABOAdulting professional development series (Monthly workshops led by subject matter experts on various topics)
- Organized Race to the 5Kline, a virtual 5K fitness challenge that mobilized volunteers to embrace physical fitness and fundraising raising over \$25,000 in a single weekend
- Formed an ABOA Innovation Team with multiple pods focused on using design thinking to create new strategies for success moving into the future

BOOST YOUR BRAND WHILE MAKING A DIFFERENCE

Partnering with the American Cancer Society through the Associate Board of Ambassadors will bolster your reputation and demonstrate your commitment to serving the community. Additionally, it is inevitable that cancer will, if it has not already, directly touch the lives of your customers and employees. Our distinguished events align with your business objectives while also helping you fight back against a disease that has, or will, touch nearly every consumer/customer, employee, colleague or a loved one:

- 85% of consumers have a more positive image of a company when it supports a cause they care about.
- The American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating.
- 6 in 10 people have had an immediate family member or close friend with cancer.
- 1 in 2 men and 1 in 3 women will develop cancer during their lifetime.



Interested in becoming a partner of the Associate Board of Ambassadors?
Please contact [Chris Way](mailto:chris.way@cancer.org) at chris.way@cancer.org or at 402.440.1199

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Celebrate with the Best at Skyline Soiree

The Associate Board of Ambassador's annual gala, Skyline Soiree, is Chicago's premier young professional celebration that raises funds to support the lifesaving mission of the American Cancer Society. Guests can expect an evening filled with live entertainment, tasting stations, abundant beverages, VIP experiences, and many other exciting activities. **Tickets for Skyline Soiree 2019 sold out—make sure to purchase your tickets early to ensure you are able to join us for 2021's celebration at our new venue, Revel Fulton Market.**

WHAT IS SKYLINE SOIREE?

Skyline Soiree is Chicago's premiere young professional celebration, raising funds to support the lifesaving mission of the American Cancer Society. This event is hosted by the Associate Board of Ambassadors. In 2020 the event evolved into a virtual 5K known as Race to the 5Kline, and while we plan to continue this new tradition we are planning for and excited to be back in-person for another Skyline Soiree in 2021.

WHEN IS SKYLINE SOIREE?

Friday, September 10, 2021 from 7:00pm-11:00pm

WHERE IS SKYLINE SOIREE HOSTED?

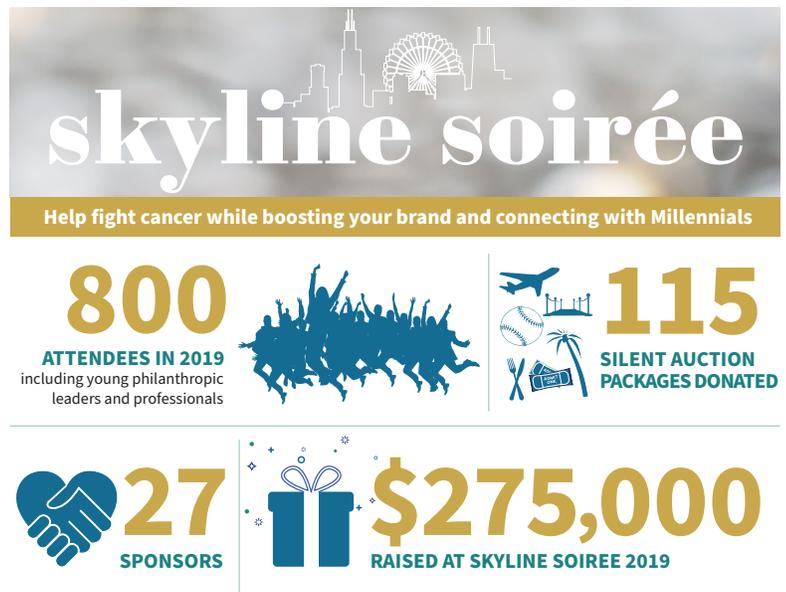
Revel Fulton Market (1215 W. Fulton Market, Chicago, IL)

WHO IS ATTENDING SKYLINE SOIREE?

More than 1,000 young professionals, business leaders and philanthropists from across Chicagoland are expected to attend Skyline Soiree.

HOW CAN I ATTEND SKYLINE SOIREE?

ABOA sponsorship benefits are listed on the next page. All sponsorships come with tickets to attend Skyline Soiree. General admission tickets are available for \$125. Early bird and VIP ticket pricing will be announced soon. Tickets can be purchased by visiting www.acsaboa.org.



The infographic features a skyline silhouette at the top with the text "skyline soirée". Below it, a gold banner reads "Help fight cancer while boosting your brand and connecting with Millennials". The main statistics are: 800 ATTENDEES IN 2019 (including young philanthropic leaders and professionals), 115 SILENT AUCTION PACKAGES DONATED, 27 SPONSORS, and \$275,000 RAISED AT SKYLINE SOIREE 2019. Icons include a crowd, sports equipment, and a gift box.



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Sponsorship Opportunities

Sponsorship is a unique opportunity for a corporation, foundation, or individual to support our mission to save lives, celebrate lives and lead the fight for a world without cancer.

	SKYLINE SOIREE TICKETS*	ABOA RECOGNITION	SKYLINE SOIREE RECOGNITION	ADDITIONAL BENEFITS
PLATINUM \$10,000	16 VIP Tickets	<p>Featured company highlight in one ABOA bi-weekly newsletter</p> <p>Logo displayed at four (4) ABOA meetings throughout 2020</p> <p>Opportunity to host an ABOA adulting professional development session focused on the topic of your choice</p> <p>Opportunity to host an in-person 2021 ABOA meeting OR have a company representative speak during a virtual ABOA meeting</p>	<p>Opportunity to distribute branded departure gifts</p> <p>Verbal recognition on-stage at Skyline Soiree</p> <p>Logo listed on event website</p> <p>Logo listed on sponsorship signage throughout the event</p>	<p>Social media post featuring company shout out</p> <p>Company featured as an official sponsor of the Future Executives of Chicago Workshop</p> <p>Opportunity to have a speaker at the ABOA Awards & Recognition event</p> <p>Recognized as a sponsor of the Race to the 5K yline program in summer 2021</p>
GOLD \$7,500	10 VIP Tickets	<p>Featured company highlight in one ABOA bi-weekly newsletter</p> <p>Logo displayed at four (4) ABOA meetings throughout 2020</p> <p>Opportunity to host an ABOA adulting professional development session focused on the topic of your choice</p>	<p>Verbal recognition on-stage at Skyline Soiree</p> <p>Logo listed on event website</p> <p>Logo listed on sponsorship signage throughout the event</p>	<p>Social media post featuring company shout out</p> <p>Opportunity to nominate a rising leader from your company to attend the annual Future Executives of Chicago Workshop</p> <p>Recognized as a sponsor of the Race to the 5K yline program in summer 2021</p>
SILVER \$5,000	8 VIP Tickets	<p>Featured company highlight in one ABOA bi-weekly newsletter</p> <p>Logo displayed at three (3) ABOA meetings throughout 2020</p>	<p>Logo listed on event website</p> <p>Logo listed on sponsorship signage throughout the event</p>	<p>Social media post featuring company shout out</p> <p>Opportunity to nominate a rising leader from your company to attend the annual Future Executives of Chicago Workshop</p> <p>Recognized as a sponsor of the Race to the 5K yline program in summer 2021</p>
BRONZE \$2,500	6 General Admission Tickets	<p>Featured company highlight in one ABOA bi-weekly newsletter</p> <p>Logo displayed at two (2) ABOA meetings throughout 2020</p>	<p>Logo listed on event website</p> <p>Logo listed on sponsorship signage throughout the event</p>	<p>Social media post featuring company shout out</p> <p>Recognized as a sponsor of the Race to the 5K yline program in summer 2021</p>

*Additional tickets have been added for sponsorship benefits this year (2021) since our 2020 Skyline Soiree was not able to happen in-person

Sponsorships allow us to raise funds for our mission while keeping our expenses low. Underwriting opportunities are also available. For more information please contact [Chris Way](mailto:chris.way@cancer.org) at chris.way@cancer.org

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Silent Auction Opportunities

The Associate Board of Ambassadors secures silent auction packages to support three distinguished events for the American Cancer Society. These events include our annual Discovery Ball gala, Taste of Hope and the Chicago Select Golf Invitational. Each event includes a silent auction that raises significant funds to support the Society's lifesaving mission. Here is an overview of each event:

DISTINGUISHED EVENTS

- **Discovery Ball**—Discovery Ball is one of Chicago's premier cancer fundraising events with national notoriety. Since 2007, Discovery Ball has raised over \$38 million to support the American Cancer Society. Discovery Ball is scheduled to be held on Saturday, October 2 2021 at the Hilton Chicago.
- **Taste of Hope**—Taste of Hope is the American Cancer Society's signature culinary, wine, and spirits event, featuring some of Chicago's most popular restaurants and beverage vendors. In just seven years, Taste of Hope has raised nearly \$2.5 million to support the American Cancer Society. Taste of Hope is scheduled to be held on Thursday, November 4 2021 at Morgan Manufacturing.
- **Chicago Select Golf Invitational**—Chicago Select is one of the Society's most prestigious golf tournaments. A challenging day of golf is capped off with a cocktail reception, an awards dinner and silent & live auctions. Chicago Select will be held on Monday, August 20th, 2021 at Medinah Country Club.



RECOGNITION BENEFITS

- **Table Top Signage**—Silent auction donations will be recognized on table top signage, which will include a description of the item and the donor name(s).
- **Mobile Bidding Platform**—All auction donations will appear on our mobile bidding platform.
- **Social Media**—Donations valued at \$1,000 or more will be featured on event social media platforms.
- **Tax Deductible**—All donations are tax-deductible.



Auction donation due dates vary by event. For more information on how you can support a distinguished event silent auction, please contact Chris Way at chris.way@cancer.org:

ATTN: Skyline Soiree
American Cancer Society
RE: Chris Way
225 N Michigan Avenue, Suite 1200
Chicago, IL 60601

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