

RED, WHITE & BLUE PARTY

PARTY WITH A PURPOSE

Hosted by our Professionals Against Cancer (PAC), the annual Red, White & Blue Party will be held on Friday, June 21, 2024, at Saratoga National Golf Club. We will be recognizing a local Hero who has been impacted by cancer, as well as a Champion of Hope who has been leading the way to end cancer in our community and beyond. This all-American-themed celebration will feature a gourmet BBQ, live music, games, and more!



QUESTIONS?

Elizabeth.Hunter@cancer.org



Every cancer. Every life.

PAC is a group of leaders in our community who serve as ambassadors and champions for the American Cancer Society and its mission. Led by the Associate Board of Ambassadors (ABOA), this group of professionals helps us work to end cancer as we know it through different community, fundraising, and volunteer initiatives throughout the year.

2023 Capital Region Mission Highlights



Every cancer. Every life.®



3497

Free Rides

were given to Capital Region residents to and from their cancer treatments.

Rides are provided through both our Road to Recovery Program and our Transportation Grants provided to St. Peter's Health System & Albany Med Health System.

Road To Recovery is active in Albany, Rensselaer, Schenectady, Saratoga, Warren & Washington Counties.



\$35,000 Invested

ACS provided a lodging grant to Albany Med Health System to provide hotel lodging for patients who need a place to stay when receiving treatment



89

Capital Region Residents

stayed at an ACS Hope Lodge in 2023.

Those 89 residents spent **1,898 nights** completely free allowing them to travel for the best cancer treatment for them without having to find a place to stay or a way to pay.

This saved ~ **\$284,700** for Capital Region residents



\$783,000 research grant

We are in our final year of the 3 year research grant awarded to Dr. Jeremy Logue, Ph. D. of Albany Med.

Dr. Logue is studying the way cancer cells migrate which is allowing us to learn how to stop cancer right here in the Capital Region



2752 Active Members

588 New Members

551 Groups Held

167 Wigs Given

at our HopeClub in Latham.

HopeClub offers a variety of emotional and support services for cancer patients and their families such as support groups, weekly community lunches, wellness programs and so much more!



\$40,000

Quality Improvement

Grants provided to increase the access and affordability of breast cancer screenings at both Saratoga Hospital and St. Peter's Health System

On behalf of the patients & families we serve in the Capital Region, THANK YOU.



MEET OUR 2024 CHAMPIONS OF HOPE

Bill Miller & Sean Willcoxon are both longtime supporters, advocates and volunteers for the Capital Region American Cancer Society.

Bill kickstarted his engagement with our local American Cancer Society in 2020 by joining the nationally ranked Capital Region Men Wear Pink Campaign. Since then, Bill has launched the Capital Region Drive Out Cancer Traveling Golf League and implemented many other creative fundraising initiatives, which have contributed to \$150,000 raised and engaged dozens of new businesses and community leaders in the critical work of the American Cancer Society. His dedication didn't end with this campaign, he is present and active in the events and work that we do across the Capital Region all year long.

Sean first became involved through his work at Mazzone Hospitality. He was always working hard for our events to ensure they were a top experience for our guests. That dedication to our event experience didn't change when he left the hospitality industry as he became a volunteer helping our team navigate event planning.

The true magic of these two & their impact in the fight against cancer happened when they teamed up together in their efforts. Together they have elevated the Drive Out Cancer Golf League, creating a sought after sold out annual event that raises an incredible amount of funds for the fight against cancer and are champions for The Society 365 days a year!



Red, White & Blue Party

2024 Partnership Opportunities

All sponsorships include recognition on invitation, website, in-person event signage, pre & post event emails and across social media platforms. Recognition will be presented based on level of commitment.

Presenting Sponsor..... \$20,000

- Admission for 20 with reserved VIP lounge area
 - Designated cocktail service for your group in your VIP lounge seating
- 2 hotel rooms for night of the party in downtown Saratoga Springs
- Premier logo placement on all digital & printed materials as presenting sponsor
- Other onsite branding opportunities based on your interests
- Logo will be on all Professionals Against Cancer (PAC) and Associate Board of Ambassador (ABOA) meeting agendas

Stars & Stripes Sponsor..... \$7,500

- Admission for 10 with reserved VIP lounge seating & cocktail service
- Logo recognition on all digital & printed materials
- Logo will be on all Professionals Against Cancer (PAC) and Associate Board of Ambassador (ABOA) meeting agendas

Red Sponsor..... \$5,000

- VIP Admission for 8 with reserved seating
- Logo recognition on all digital & printed materials

White Sponsor..... \$3,000

- VIP Admission for 4 (does not include reserved seating)
- Logo recognition on all digital & printed materials

Blue Sponsor.....\$2,000

- VIP Admission for 2 (does not include reserved seating)
- Logo recognition on all digital & printed materials

The Red, White & Blue Party is an open-seating event. Become a Presenting, Stars & Stripes, or Red Sponsor to receive reserved VIP seating!

Invitation Sponsor Recognition Deadline: May 6, 2024

The background of the page features a festive design of stylized fireworks in red, white, and blue, scattered across the white background. The main title is prominently displayed at the top in large, bold, red and blue fonts.

Red, White & Blue Party

Underwriting Sponsorship Opportunities

Increase your brand visibility with the following partnership opportunities:

All underwriting opportunity sponsors will also be featured in pre-event email

Underwriting opportunities do not include event tickets

VIP Section Sponsor | \$5,000

Have your brand showcased throughout our entire VIP Section, including but not limited to each entrance, the VIP Bar & food stations, and additional recognition in digital and print materials. Opportunity to provide branded materials in VIP picnic baskets.

360 Cam | \$3,000

Company logo featured on all 360 digital photos/ videos and on signage at the 360 booth.

Lock Box Revenue Enhancer | \$1,200

Join in on the fun as people test their luck in our lock boxes filled with thousands of dollars in local restaurant gift cards! Company logo featured on signage at the lock box and on 500+ keys sold to party guests.

Food Station | \$750 (3 available)

Logo recognition at (1) food station.

2024 SPONSORSHIP COMMITMENT FORM

Please print information legibly and exactly as it should appear in all event publications.

Sponsorship Opportunity:

- Presenting Sponsor.....\$20,000
- Stars & Stripes Sponsor.....\$7,500
- Red Sponsor.....\$5,000
- White Sponsor.....\$3,000
- Blue Sponsor.....\$2,000

Underwriting:

- VIP Sponsor.....\$5,000
- 360 Cam.....\$3,000
- Lock Box\$1,200
- Food Sponsor.....\$750

General Donation: _____

Total Due: _____

Contact Information

Contact Name: _____

Sponsor Name To Be Recognized: _____

Address: _____

Email Address: _____

Phone: _____

Please sign below to confirm your commitment

Signature: _____ **Date:** _____

Billing Information

- Enclosed is my check made payable to the American Cancer Society.
- Please send an invoice to the address above.

*Alternate billing address: _____

- Please charge my card below:

Card # _____ Expiration Date: _____ Security Code: _____

Billing Address: _____

Signature of Cardholder: _____

PLEASE COMPLETE & RETURN COMMITMENT FORM TO:

American Cancer Society ● Attn: RWB Party ● 1 Penny Lane ● Latham ● NY ● 12110

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