

# COACHES VS CANCER®



Coaches vs. Cancer of Tennessee

**TIP-OFF EVENT**  
**DONOR OPPORTUNITIES**

## About Coaches vs. Cancer

The Coaches vs. Cancer program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than \$87 million for the American Cancer Society.

## Background

Norm Stewart, former head coach of the University of Missouri's men's basketball program, cancer survivor, and member of the National Association of Basketball Coaches, provided the vision and inspiration for the Coaches vs. Cancer concept. He started the program by challenging fans to pledge a dollar amount for every three-point shot made by his team during the season. The concept evolved into a nationwide effort uniting coaches, fans, players, and communities across the country to fight cancer.



## Coaches vs. Cancer of Tennessee

# TIP-OFF EVENT

### DONOR OPPORTUNITIES

#### **PRESENTING SPONSOR: \$25,000**

- Opportunity to have a representative speak at the Tip-Off Event
- Category exclusivity for the event
- Opportunity to present check at the event
- Corporate logo displayed at entrance and on stage at the event
- Emcee acknowledgement as the Presenting Sponsor throughout the event
- Recognition on all Tip-Off Event collateral, press releases, and public service announcements
- Corporate logo on sponsor banner
- Full page ad in event program
- Corporate logo on event website
- Two basketballs signed by coaches
- Coaches at each table
- Two tables (20 seats) with preferred seating

#### **CHAMPION SPONSOR: \$15,000**

- Category exclusivity for the event
- Recognition as Champion Sponsor on all Tip-Off Event collateral, press releases, and public service announcements
- Corporate logo on sponsor banner
- Full page ad in event program
- Corporate logo on event website
- One basketball signed by coaches
- Coach at one table
- Two tables (20 seats) with preferred seating

#### **PLATINUM SPONSOR: \$10,000**

- Recognition on select Tip-Off Event collateral
- Corporate logo on sponsor banner
- Half page ad in event program
- Corporate logo on event website
- One basketball signed by coaches
- Coach at one table
- One table (10 seats) with preferred seating

#### **GOLD SPONSOR: \$5,000**

- Corporate logo on invitations
- Opportunity to hang corporate banner at event
- Corporate logo in event program
- Corporate logo on event website
- Eight tickets to event with preferred seating

#### **SILVER SPONSOR: \$2,500**

- Corporate logo in event program
- Corporate logo on event website
- Choice of one underwriting opportunity: Dessert, Media, Silent Auction or Registration
- Eight tickets to event with preferred seating

#### **BRONZE SPONSOR: \$1,500**

- Corporate name in event program
- Eight tickets to event

**If you are interested in sponsorship beyond these levels, contact Karen Rudzinski at [karen.rudzinski@cancer.org](mailto:karen.rudzinski@cancer.org) or 615.341.7329 to customize a package.**



**BECOME A DONOR!**  
**DONOR CONFIRMATION FORM**

The American Cancer Society thanks you for considering sponsorship of Coaches vs. Cancer. This packet thoroughly explains the importance of this event. Please complete the following sponsorship confirmation and return to: The American Cancer Society, ATTN: Coaches vs. Cancer, 2000 Charlotte Avenue, Nashville, TN 37203.

☐ **Yes! We would like to sponsor the  
Tip-Off Event:**

- ☐ \$25,000 Presenting Sponsor
- ☐ \$15,000 Champion Sponsor
- ☐ \$10,000 Platinum Sponsor
- ☐ \$5,000 Gold Sponsor
- ☐ \$2,500 Silver Sponsor
- ☐ \$1,000 Bronze Sponsor
- ☐ Other (Write In Donation Amount) \_\_\_\_\_

## Payment Method:

☐ Check Enclosed *Make Checks Payable To: The American Cancer Society*

☐ Invoice Me

☐ Credit Card

☐ MC ☐ Visa ☐ Amex ☐ Discover

Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**If you have any questions about sponsorship opportunities,  
please contact Karen Rudzinski at 615-341-7329  
or [karen.rudzinski@cancer.org](mailto:karen.rudzinski@cancer.org).**



## HISTORY

The American Cancer Society Memorial Foundation Hope Lodge, which opened in May 2004, is one of 32 Hope Lodge facilities for cancer patients in the United States and Puerto Rico. Located in Nashville, it is one of two Hope Lodges in the state of Tennessee.



## FACTS

\$300,000 – The annual operating budget for the Memorial Foundation Hope Lodge

160,000 – Total number of nights provided since 2004

10,500 – Total number of cancer patients and caregivers who have stayed at the Hope Lodge since 2004

\$26.4 million – Amount cancer patients and caregivers have saved in housing



## DOLLARS AT WORK

- 41 guest rooms, each with private bath and tv
- Fully equipped residential kitchen with a community dining room
- Laundry rooms stocked with laundry and cleaning supplies
- Resource library with computer station and internet access
- Free daily transportation to and from treatment
- Family recreation rooms with chairs, sofas and tv
- Patio area with gas grill
- Exercise room
- Non-denominational chapel
- Free parking
- Conveniently located within short driving distance of grocery stores and pharmacies

## RECOGNITION

- Donors are recognized verbally at pre-event, event and in program
- Donors will be listed on webpage under Mission
- Donors will be listed on a tile on recognition wall in Hope Lodge for one year starting at \$2,500
- Donors at \$10,000 level and above will become members of the Laureate Society



- |                          |                 |  |
|--------------------------|-----------------|--|
| <input type="checkbox"/> | <b>\$15,000</b> | Provides 27 cancer patients free lodging while traveling for treatment * |
| <input type="checkbox"/> | <b>\$10,000</b> | Provides 18 cancer patients free lodging while traveling for treatment * |
| <input type="checkbox"/> | <b>\$5,000</b>  | Provides 9 cancer patients free lodging while traveling for treatment *  |
| <input type="checkbox"/> | <b>\$2,500</b>  | Provides 5 cancer patients free lodging while traveling for treatment *  |
| <input type="checkbox"/> | <b>\$1,000</b>  | Provides 20 cancer patients one free night of lodging                    |
| <input type="checkbox"/> | <b>\$500</b>    | Provides 30 patients round trips to treatment                            |
| <input type="checkbox"/> | _____           | Other donation amount  |

**\*Average stay per patient is 11 days**

Payment method for my donation of \$\_\_\_\_\_. Payable to:

- ☐ Check Enclosed, or  
☐ Charge to Credit Card

American Cancer Society, Tax ID# 13-1788491

\*\*This donation is 100% tax deductible.

<input type="checkbox"/> <b>Visa</b>	Name on Credit Card _____
<input type="checkbox"/> <b>MasterCard</b>	Address _____
<input type="checkbox"/> <b>American Express</b>	Card Number _____ Exp Date _____
Cardholder Signature _____	
Contact Person _____	
Phone Number _____ Email _____	

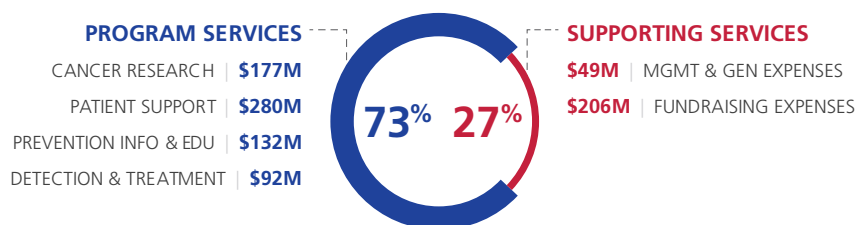
For more information, please contact Karen Rudzinski at 615.341.7329 or via email at [Karen.rudzinski@cancer.org](mailto:Karen.rudzinski@cancer.org).

If mailing payment, send to:  
American Cancer Society, Coaches vs. Cancer  
2000 Charlotte Ave  
Nashville, TN 37203

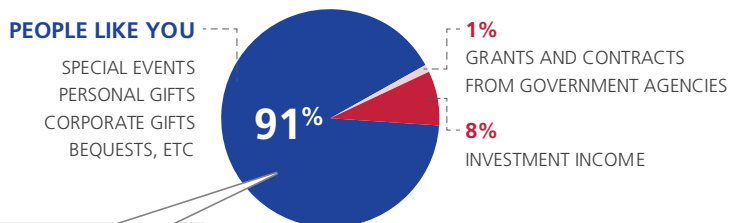
# THE AMERICAN CANCER SOCIETY IS FINISHING THE FIGHT AGAINST CANCER.

## YOUR DONATIONS AT WORK

HERE'S HOW WE SPENT THE MONEY



AND WHERE IT CAME FROM



Many of these donors were individuals who gave an **average gift of just \$50** to help those affected by cancer.

AMERICAN CANCER SOCIETY, INC. (2013). AMERICAN CANCER SOCIETY, INC.: MANAGEMENT'S DISCUSSION AND ANALYSIS AND FINANCIAL STATEMENTS, AS OF AND FOR THE YEAR ENDED DECEMBER 31, 2013. ATLANTA, GA: ERNST & YOUNG LLP. 2013.

The dollars raised at the Coaches vs. Cancer Nashville Tip-Off Event will provide support to the Society as we work to

**Help people stay well:** We help people take steps to prevent cancer or find it at its earliest, most treatable stage.

**Help people get well:** We're in your corner around the clock to help you through every step of your cancer experience.

**Find cures:** We fund and conduct research that helps us better understand, prevent, and find cures for cancer.

**Fight back:** We work with lawmakers to pass laws to defeat cancer and rally communities worldwide to join the fight.

