

20TH ANNIVERSARY

CELEBRATION OF HOPE

HOSTED BY
COACH MIKE BREY

AUGUST 3 & 4, 2020

JOYCE CENTER AT PURCELL PAVILION
UNIVERSITY OF NOTRE DAME



Celebration of Hope

20th Anniversary

Hosted by Coach Mike Brey

In 2020, we will be celebrating Coach Brey completing his 20th season of coaching the Fighting Irish. Not only that, but this year's Coaches vs. Cancer (CvC) events mark the 20th anniversary of when the Michiana community embraced these events, and when our CvC story began. We have much to celebrate, and we intend to celebrate BIG!

Coach Mike Brey, head coach of the University of Notre Dame men's basketball team, has been an unwavering supporter of the American Cancer Society for over 24 years, beginning with his coaching career at the University of Delaware. Since coming to the University of Notre Dame in 2001, Coach Brey has raised over \$3.5 million for Coaches vs. Cancer! ALL funds support the life-saving mission of the American Cancer Society. And we are not stopping there.

This summer, we invite you as we kick-off the celebration on Monday, August 3 with the [Night of the Stars](#) at The Joyce Center at Purcell Pavilion - an event that honors extraordinary individuals who are making significant contributions to the fight against cancer. Guests of this event will enjoy a formal dinner, an auction including one-of-a-kind items and a program that promises to inspire.

Then, on Tuesday, August 4, we complete our CvC experience with the [Coaches vs. Cancer Golf Classic](#), hosted at Blackthorn Golf Club. Our foursomes will have an unparalleled golf experience on the links, including shopping in a player gift suite, lunch, on-course experiences, culinary treats and premium Under Armour player giveaways.



Who We Are

Coaches vs. Cancer

For the past 26 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in improving and saving lives from cancer in the US and worldwide. Since 1993, coaches have raised more than \$110 million for the American Cancer Society.

American Cancer Society

Our mission is simple. Save lives and celebrate – every single day. 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 in the US has triggered a 26% decline in cancer mortality over the past two decades, but we can't stop there. Over 1.7 million new cancer cases are expected to be diagnosed in the United States in 2019, and more than 609,000 Americans will lose their battle—that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.



Event Sponsorship Opportunities

Sponsorship Levels											
	\$30,000 Presenting	\$20,000 Anniversary	\$15,000 Ring of Honor	\$10,000 Championship	\$7,500 Final Four	\$5,000 Elite Eight	\$2,500 Sweet Sixteen	\$7,500 Mobile Bidding	\$5,000 Hall of Hope	\$2,500 Driving Range	\$2,500 Pin Flag
Market Exclusivity	✓	✓	✓								
Participant Benefits											
Tables(s) / Number of tickets to Night of the Stars on Aug. 3	2 tables / 20 tickets	1 table / 10 tickets	1 table / 10 tickets	1 table / 10 tickets	8 tickets	6 tickets	4 tickets	8 tickets	6 tickets		
Foursome(s) at the Coaches vs. Cancer Golf Classic on Aug. 4	2	2	1	1	1						
VIP Reception on Aug. 3	20 tickets	10 tickets	10 tickets								
Marketing Benefits											
Prominent logo placement on golf player giveaways	✓										
Inclusion in local Media Package	✓	✓	✓								
Save-the-Date Recognition	✓	✓									
Invitation Logo Recognition <i>(commitment by 5/28/20)</i>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Program Book Advertisement Size	Full-page, inside front cover	Full-page, inside back cover	½ page	½ page	¼ page	¼ page	1/8 page	1/8 page			
Event Signage & A/V Logo Placement	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for on-course presence at golf <i>(restrictions apply)</i>	✓	✓	✓	✓						✓	
Website & Social Media Recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VIP Reception Sponsorship Exclusivity		✓									

To see sponsorship level benefits listed out in further detail, please visit our website at www.cvccelebrationofhope.org.

Event Participation

Night of the Stars Table Purchase (no marketing benefits)—\$2,000

- One (1) table (a total of 10 tickets), to Night of the Stars on August 3, 2020

Coaches vs. Cancer Golf Classic Foursome (no marketing benefits)—\$3,600

- One (1) foursome at the Coaches vs. Cancer Golf Classic on August 4, 2020
- Four (4) tickets to Night of the Stars on August 3, 2020

Underwriting Opportunities & Benefits

Sponsors are dedicated to maintaining a sustainable event for the American Cancer Society by covering the expenses of essential elements. If you and your company are not able to attend any of the Celebration of Hope events but would like to support Coach Brey's Coaches vs. Cancer program, these opportunities could be the perfect option for you!

Mobile Bidding Sponsor—\$7,500

- Logo recognition at the event registration table and throughout the mobile bidding auction website which is promoted at our Night of the Stars event
- Company logo placed on signage at event registration
- Eight (8) tickets to the Coaches vs. Cancer Night of the Stars on August 3, 2020
- Company listed as an Underwriter in night-of event program
- Eighth-page advertisement in the night-of-program

Hall of Hope Sponsor—\$5,000

- Logo recognition at Night of the Stars Hall of Hope, an area where we will highlight survivors & loved ones who are battling, survived or may have lost their battle to cancer
- Six (6) tickets to Night of the Stars on August 3, 2020
- Company listed as an Underwriter in night-of event program

Driving Range Sponsor—\$2,500

- Logo recognition on signage by the driving range
- Opportunity to bring your company tent to display prior to shotgun
- Company listed as an Underwriter on golf event website

Pin Flag Sponsor—\$2,500

- Logo recognition on all pin flags on course
- Company listed as an Underwriter on golf event website



20TH ANNIVERSARY

NIGHT OF THE STARS

A CELEBRATION OF HOPE

Night of the Stars 2020 Honorees

Hope Award

Holly Farmer

Center for Hospice Care

Inspiration Award

Laurie Littlepage, PhD

Harper Cancer Research Institute

Dedication Award

Dr. Brett Stephens, MD

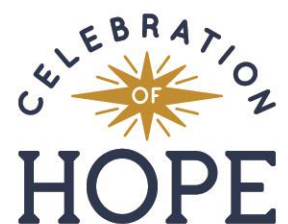
Paqui & Brian Kelly Comprehensive Breast Center

X-Ray Consultants, Inc.

Innovation Award

Rhonda Griffin

Goshen Center for Cancer Care



Contact

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www.cvccelebrationofhope.org

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 \$115 million for the American Cancer Society.

