

4th Annual
Champions
of **HOPE**
Gala

November 9, 2019 | The Chase Park Plaza

Presented By:

UMB[®]



CEOs AGAINST CANCER[®]



SPONSORSHIP OPPORTUNITIES



2019 EVENT CHAIR | PETER BLUMEYER

The American Cancer Society is pleased to announce the 4th Annual Champions of Hope Gala, led by the CEOs Against Cancer of Missouri – St. Louis Chapter Members. We are proud to have UMB as our 2019 Presenting Sponsor.

The gala will be held **Saturday, November 9, 2019** at the Chase Park Plaza in St. Louis, Missouri. This elegant, black-tie, masquerade themed evening will draw in more than 450 prominent individuals from St. Louis' business and philanthropic community and will feature amazing décor, live and silent auctions, honorary tributes, an extraordinary dinner, and lively entertainment.

This year the American Cancer Society is proud to recognize **Peter Blumeyer, President, UMB Bank – St. Louis**, as the event chair. This event will help support the Society's mission to lead the fight for a world without cancer by directly helping people in our community by providing information, free lodging and transportation, and funding local research grants.

The success of this event is not possible without the generous contributions of corporate supporters each year, and that is why we ask you to consider joining UMB in becoming a sponsor. Your presence at the Champions of Hope Gala will make a positive statement to the entire St. Louis community and significantly highlight your commitment to the life-saving work conducted by the American Cancer Society.

Please find detailed information on the various sponsorship and support opportunities enclosed. On behalf of Peter Blumeyer and the CEOs Against Cancer of Missouri-St. Louis Chapter, we thank you for your consideration in supporting this important and worthwhile event and look forward to seeing you on November 9, 2019.

CEOS AGAINST CANCER MEMBERS

CHAIR:

Steve O'Loughlin, *Lodging Hospitality Management*

VICE CHAIR:

Jim Kavanaugh, *World Wide Technology*

VICE CHAIR:

Dave Peacock, *Schnucks*

Andy Taylor, *Enterprise Holdings*

Bill DeWitt III, *St. Louis Cardinals*

Bob Clark, *Clayco*

Candace Jennings, *SSM Health*

David Stokes, *Grey Eagle Distributors*

Eric Johnson, *Deloitte*

Fred Pestello, *Saint Louis University*

Glenn Kellow, *Peabody*

Joe McKee, *PARIC*

John Sheehan, *CBRE*

John Tvrdik, *Pricewaterhouse Coopers*

Karen Vangyia, *KPMG*

Kathy Mazarella, *Graybar*

Larry Otto, *US Bank*

Michael Neidorff, *Centene*

Penny Pennington, *Edward Jones*

Peter Blumeyer, *UMB Bank*

Rich Liekweg, *BJC Healthcare*

Ron Kruszewski, *Stifel*

Ruth Saphian, *Ernst & Young*

Sharon John, *Build-A-Bear*

Steve Gross, *Northwestern Mutual*

Steve Hamilton, *CSI Leasing*

Steve Maritz, *Maritz*

Steve Mackin, *Mercy*

Suzanne Sitherwood, *Spire Inc.*

Thomas George, *UMSL*

Tom Minogue, *Thompson Coburn*

Tom Stillman, *St. Louis Blues*

Trish Lollo, *Barnes-Jewish West County*

Warner Baxter, *Ameren*

EXECUTIVE PLANNING COMMITTEE

Amy Winker, *St. Louis University*

Andrew Blackwell, *Asynchrony Labs*

Brenda Meyer, *World Wide Technology*

Brooke Bohnert, *Haley Spencer Realty*

Chad Treacy, *UMB Bank*

Corey Jorman, *Boeing*

Danielle Wargel, *World Wide Technology*

Daryl Kersting, *Regions Bank*

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Haley Spencer, *Haley Spencer Realty*

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Jill Pagano, *J. Hilburn*

Johanna Kennelly, *UMB Bank*

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Linda Robinson, *Wells Fargo Advisors*

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Human Rights

Sveta Akhmedova, *UMB Bank*

Theresa Nikolaus, *UMB Bank*

Wendy Schlesinger, *Saint Louis University*

ABOUT THE CHAMPIONS OF HOPE GALA

The American Cancer Society's 4th Annual Champions of Hope Gala – "The Hope Behind the Mask" will be held on Saturday, November 9, 2019 at the Chase Park Plaza.

EVENT LEADERSHIP & PRESENTING SPONSOR

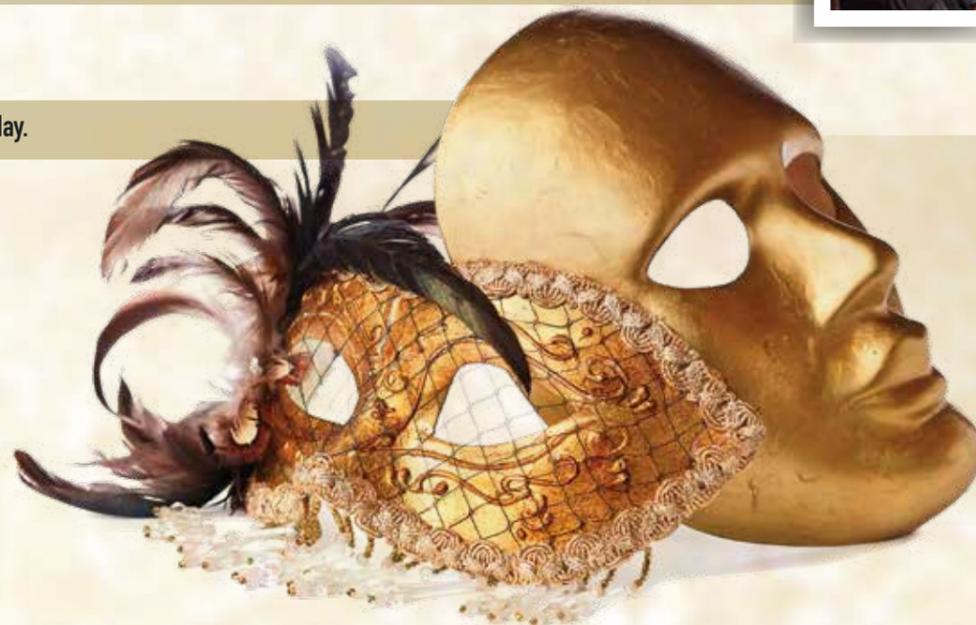
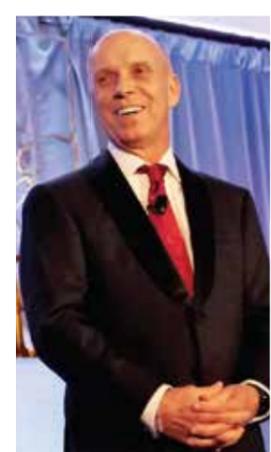
The Champions of Hope Gala is led by some of the most distinguished leaders in the St. Louis area; our CEOs Against Cancer of Missouri - St. Louis Chapter Members. CEOs from the world's top companies are uniting to change the course of cancer to leverage the collective knowledge, power, and resources of the American Cancer Society. The 2019 Champions of Hope Gala chair is Peter Blumeyer, President, UMB Bank – St. Louis. UMB is serving as the Presenting Sponsor.

EVENT HISTORY

Since 2016, the annual Champions of Hope Gala has raised more than \$3.8 million to support the American Cancer Society's mission. Thanks to the St. Louis community, the Champions of Hope Gala has grown into one of the most successful American Cancer Society galas in the country. Past event chairs included Warner and Cindy Baxter, Dave and Thelma Steward, Michael and Noémi Neidorff. Previous entertainment included Amy Robach of *Good Morning America*, Olympic figure skater Scott Hamilton, and Grammy-nominated jazz artist Patrice Rushen.

WHY BECOME A CORPORATE SPONSOR?

- Positioning yourself as a partner of the American Cancer Society – the largest and most respected voluntary health organization in the United States – will bolster your company's reputation and demonstrate your commitment to serving the community.
- 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Our brand helps to clearly identify your organization, set it apart from other organizations, and ultimately create relationships with our communities.
- The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higher rating.
- Americans believe cancer is the single most important health problem they face today.



FUND A NEED: HOPE LODGE – ST. LOUIS

Fund A Need is a unique opportunity for guests at the event to directly support the American Cancer Society Hope Lodge St. Louis, which remains the only free, temporary housing facility for adult patients battling cancer in the St. Louis area.

St. Louisans and those living in the metropolitan area are fortunate to have access to some of the nation's top research and treatment centers. But for many people living outside St. Louis and other parts of the country, the best treatment may be far from home.

Hope Lodge opened in 1995 giving cancer patients traveling to St. Louis for treatment a place to rest and heal at no cost. In 2018, more than 2,770 individual cancer patients and caregivers called our Hope Lodge home saving them an estimated \$3.1 million that otherwise would have been spent on lodging expenses. Hope Lodge is more than a place to stay; it's also a community. Hope Lodge offers emotional support for those fighting a daunting disease far from home in a restful, healing environment.

Hope Lodge St. Louis is critical to our mission, to people with cancer, and to the St. Louis community. Hope Lodge is the bridge between research and lifesaving treatment and those who need cancer resources. Hope Lodge ensures St. Louis' top cancer centers are accessible to everyone and helps strengthen our position as a premier cancer care destination. The St. Louis community and those who turn to us for support during their cancer journey deserve the best possible home away from home – Hope Lodge St. Louis.



"WHAT WOULD PEOPLE DO WITHOUT HOPE LODGE? IN MY CASE, I NEEDED TO TRAVEL MORE THAN 100 MILES FOR TREATMENT FIVE TIMES A WEEK FOR SEVEN WEEKS. THAT DRIVE IS NEARLY IMPOSSIBLE. I'M SO THANKFUL FOR HOPE LODGE; I NO LONGER NEEDED TO WORRY ABOUT WHERE TO STAY. HOPE LODGE LETS PEOPLE LIKE ME CONCENTRATE ON GETTING WELL."

— ST. LOUIS HOPE LODGE GUEST

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | SOLD | \$100,000

UMB®

DIAMOND SPONSOR | \$75,000

- Company logo recognition on the event invitation (if commitment is made by September 1, 2019)
- Company logo recognition on table signage
- Full-page acknowledgment, with preferred page position, in the event program (if commitment is made by October 5, 2019)
- Company logo recognition on the gala video reel, which will be featured at the event
- Company logo recognition on the event website and social media pages
- Recognition as a sponsor in all event media materials
- Two tables of ten
- Valet parking
- Gourmet hors d'oeuvres, plated dinner, and dessert for 20 guests, with unlimited full bar
- Sponsorship recognition at IMAGINE, led by the Associate Board of Ambassadors, on August 9, 2019

PLATINUM SPONSOR | \$50,000

- Company logo recognition on the event invitation (if commitment is made by September 1, 2019)
- Company logo recognition on table signage
- Half-page acknowledgment in the event program (if commitment is made by October 5, 2019)
- Company logo recognition on the gala video reel, which will be featured at the event
- Company logo recognition on the event website and social media pages
- Recognition as a sponsor in all event media materials
- Two tables of ten
- Valet parking
- Gourmet hors d'oeuvres, plated dinner, and dessert for 20 guests, with unlimited full bar
- Sponsorship recognition at IMAGINE, led by the Associate Board of Ambassadors, on August 9, 2019

CHAMPIONS TABLE | \$25,000

The American Cancer Society will select five Hope Lodge guests and their caregivers to celebrate at the 4th Annual Champions of Hope Gala. Your generous support for these special guests to attend the gala is sure to bring smiles all around. The specially decorated Champions Table will give the patients and guests a true VIP experience.

- Company logo recognition on event invitation, website and social media pages
- Recognition as a sponsor in all event media materials
- Sponsor will be recognized during the gala as we highlight our special guests in attendance
- Recognition in the event program to acknowledge your donation
- Seating for the Champions Table Sponsor sold separately.

EXCLUSIVE

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR | \$25,000

- Company logo recognition on the event invitation (if commitment is made by September 1, 2019)
- Company logo recognition on table signage
- Quarter-page acknowledgment in the event program (if commitment is made by October 5, 2019)
- Company logo recognition on the gala video reel, which will be featured at the event
- Company logo recognition on the event website and social media pages
- Recognition as a sponsor in all event media materials
- One table of ten
- Valet parking
- Gourmet hors d'oeuvres, plated dinner, and dessert for 10 guests, with unlimited full bar
- Sponsorship recognition at IMAGINE, led by the Associate Board of Ambassadors, on August 9, 2019

SILVER SPONSOR | \$15,000

- Company logo recognition on the event invitation (if commitment is made by September 1, 2019)
- Company logo recognition on table signage
- Company logo recognition in the event program (if commitment is made by October 5, 2019)
- Company logo recognition on the gala video reel, which will be featured at the event
- Company logo recognition on the event website and social media pages
- One table of ten
- Valet parking
- Gourmet hors d'oeuvres, plated dinner, and dessert for ten guests, with unlimited full bar

PREMIER TABLE | \$10,000

- Company/donor name recognition on the event invitation (if commitment is made by September 1, 2019)
- Company/ donor name recognition on table signage
- Company/donor name recognition in the event program (if commitment is made by October 5, 2019)
- Company/ donor name recognition on the gala video reel, which will be featured at the event
- Company / donor name recognition on the event website and social media pages
- One table of ten
- Valet parking
- Gourmet hors d'oeuvres, plated dinner, and dessert for ten guests, with unlimited full bar





Today, almost 1,700 people in the US will die of cancer. That adds up to more than 600,000 Americans dying of cancer this year alone. That's why, with our 1.5 million volunteers, we are taking action.

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

WE ARE ACTIVISTS

- Contributed to a 27% drop in cancer death rates since 1991 in the US, translating into 2.6 million fewer cancer deaths
- In all 50 states and at the federal level, ACS CAN, our nonpartisan advocacy affiliate, has staff and a volunteer network that works to make cancer a top priority for public officials
- Advocated for and secured a \$9 billion increase at the National Institutes of Health and a \$1 billion increase at the National Cancer Institute since 2015 to support cancer research and prevention
- 60% of the US population is covered by smoke-free laws, including 25 states that require 100% smoke-free workplaces in large part because of ACS CAN's advocacy efforts

WE ARE A LEADER IN TRANSFORMATIONAL CANCER BREAKTHROUGHS

- Confirmed the link between cancer and smoking and the link between obesity and death from breast, colorectal, liver, uterine, and other cancers
- As the largest private, not-for-profit funder of cancer research, we have invested more than \$4.8 billion since 1946
- 47 researchers funded by ACS went on to win the Nobel Prize
- We have played a role in most of the cancer research breakthroughs in recent history

WE SERVE COMMUNITIES

- 8.5 million free rides to treatment provided for cancer patients since 2005 through Road To Recovery
- 4 million free nights of lodging through our Hope Lodge communities
- Helped deliver over 800,000 low- or no-cost cancer screenings in underserved communities

WE PROVIDE DIRECTION

- We are the #1 trusted source for cancer information with over 100 million visits to cancer.org annually, and our annual Cancer Facts & Figures report is the most widely cited cancer publication in the world
 - Answers and support available 24/7 through our live helpline, where we respond to 1.3 million calls annually
 - Working to eliminate HPV-related cancers in the US by 2026 and ensure 80% of adults aged 45+ are screened for colorectal cancer

FOR STAFF SUPPORT OR TO FIND OUT ADDITIONAL INFORMATION, PLEASE CONTACT:



Kathy Fritz | Senior Development Manager, Distinguished Events
314.286.8147 • kathy.fritz@cancer.org • championshopegala.org

Champions of HOPE Gala

SPONSORSHIP COMMITMENT FORM

PLEASE PRINT

Sponsor/Company Name: _____

Contact Name (if different from above): _____

MAILING ADDRESS:

City/State/Zip: _____

Email: _____

Phone: _____ Fax: _____

Please check your preferred sponsor level:

\$75,000 \$50,000 \$25,000 Champions Table \$15,000 \$10,000

Champions of Hope Gala donation: _____

Please indicate an individual within your company that we may coordinate with on sponsorship/amentities.

Name: _____ Title: _____

E-mail address: _____

Please return this form to the Champions of Hope Gala office via one of the methods listed below:

Mail: American Cancer Society
Attn: Champions of Hope Gala
4207 Lindell Blvd.
Saint Louis, MO 63108

Phone: 314-286-8147

Email: kathy.fritz@cancer.org
www.championshopegala.org