5th Annual Champions of HOPE @home

SPONSORSHIP OPPORTUNITIES

Doorway to HOPE
Presented By: Clayco
THE ART & SCIENCE OF BUILDING

American Cancer Society®
CEOs AGAINST CANCER®

Saturday, November 7, 2020
2020 EVENT CHAIRS | BOB & JANE CLARK

For the first time in its 100-year history, the American Cancer Society’s mission to save lives and reduce cancer mortality rates is at risk from COVID-19.

- The American Cancer Society is the largest private, nonprofit funder of cancer research in the United States. The impact of COVID-19 will reduce our ability to fund cancer research by 50% in 2020 – our lowest investment this century if current trends continue.

- Free transportation and lodging programs – which were temporarily paused to protect vulnerable cancer patients – are reopening soon. But reopening and sustaining these programs comes at a significant cost.

Cancer doesn’t stop for a pandemic! In all communities, cancer patients and their caregivers need us to forge ahead with our work - including research, patient services, information and resource sharing, education, and advocacy.

We can’t and won’t allow progress to be put on hold because of COVID-19. At risk are more and better treatments and discoveries that will improve and save lives. This is why, my wife Jane and I are serving as the chairs for the 5th Annual Champions of Hope @ Home led by the CEOs Against Cancer of Missouri – St. Louis Chapter on Saturday, November 7, 2020.

Because patients need us now more than ever, we, in turn, need you more than ever, and that is why we ask you to consider joining Clayco in becoming a sponsor. In the face of COVID-19, the American Cancer Society is continuing their lifesaving mission in St. Louis and throughout the nation. Your support will enable to provide the resources necessary to support cancer patients and communities.

We’re deeply grateful for your commitment to this community. On behalf of the American Cancer Society, thank you for your generous support of this important mission.

KEYNOTE SPEAKER

Joel “Thor” Neub
Former F-15 Mission Commander, USAF
CEO, Afterburner
Cancer Survivor

CEOs AGAINST CANCER MEMBERS

Chair: Steve O’Loughlin, Lodging Hospitality Management
Vice Chair: Jim Kavanaugh, World Wide Technology
Vice Chair: Dave Peacock, Schnucks

A. Greig Woodring, RGA
Andy Taylor, Enterprise Holdings
Bill De Witt III, St. Louis Cardinals
Bob Clark, Clayco
Candace Jennings, SSM Health
David Stokes, Grey Eagle Distributors
Eric Johnson, Dealte
Fred Pestello, Saint Louis University
George Paz, Member
Glenn Kellow, Peabody
Joe Leahy, NLK
Joe McKee, PARIC
John Sheehan, CBRE
John Tvedt, PricewaterhouseCoopers
Karen Vangylia, KPMG
Kathy Mazarella, Graybar
Larry Otto, US Bank
Michael Neidorf, Centene
Mike LaMartina, Ballpark Village

Penny Pennington, Edward Jones
Peter Blumeyer, UMB Bank
Prentice Robertson, GardaWorld Security Services
Rich Liekweg, BJC Healthcare
Robert Bobroff, St. Louis Business Journal
Rob Vitale, Post Holdings, Inc.
Ron Kruzewski, Stifel
Ruth Saphian, Ernst & Young
Sharon John, Build-A-Bear
Steve Gross, Northwestern Mutual
Steve Hamilton, CSI Leasing
Steve Mackin, Mercy
Suzanne Sitherwood, Spire
Tim Figge, Hussmann Corporation
Tom Chulick, St. Louis Regional Business Chamber
Tom Minogue, Thompson Coburn
Tom Stillman, St. Louis Blues
Trish Lollo, St. Louis Children’s Hospital
Warner Baxter, Ameren

PLANNING COMMITTEE

Daryl Kersting, Regions Bank
Diana Greco, KPMG
Ebony Chambers, Just Balloons
Jenna Desch, Crevo Capital
Jill Pagano, J. Hilburn

Lauren VandeGriffe, UMB Bank
Meg Riney, Richard and Margaret Family Foundation
Megan Lovell, UMB Bank
Tasha Turnbull, Clayco
ABOUT THE 2020 CHAMPIONS OF HOPE GALA

The American Cancer Society’s 5th Annual Champions of Hope @ Home – “Doorway to Hope” will be held on Saturday, November 7, 2020.

Event Leadership and Presenting Sponsor:
The Champions of Hope @ Home 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. Champions of Hope @ Home 2020 chairs are Bob Clark, Chairman and Founder of Clayco, and his wife Dr. Jane Clark. Clayco is serving as the presenting sponsor.

Event History:
Since 2016, the annual Champions of Hope Gala has raised more than $5.2 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, and Peter Blumeyer. Previous entertainment included Amy Robach of Good Morning America, Olympic figure skater Scott Hamilton, Patrice Rushen, Grammy-nominated Jazz artist, and Emmy-Award winner Sterling K. Brown.

FUND A NEED: HOPE LODGE - ST. LOUIS

Fund A Need is a unique opportunity for guests watching the event to directly support the American Cancer Society Hope Lodge St. Louis. Hope Lodge in St. Louis is a facility offering cancer patients visiting our city to receive cancer care a free place to stay, a place to heal, and a place to call home.

As St. Louisans, we are fortunate to have access to world-class cancer care right here in our backyard. Hope Lodge St. Louis allows us to share this with others.

Hope Lodge St. Louis has served tens of thousands of people since opening its doors in 1995. In 2019 alone, the facility welcomed more than 2,992 guests and their caregivers, saving them more than $1.9 million in lodging expenses. It is an invaluable resource in St. Louis where guests can find supportive, nurturing communities and home-like amenities to make their lives easier so they can focus on just one thing: getting well.

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. Your gift during Fund A Need will help ensure Hope Lodge St. Louis will be available for years to come, for those who will turn to us for support during their cancer journey.
VIRTUAL EVENT SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR: SOLD

DIAMOND SPONSOR: $75,000
- Opportunity to provide a 60 second video to show your support in the fight against cancer
- Full-page acknowledgment in the event program
- One copy of the Benjamin Franklin Award winning book Survivor’s Obligation, co-written by Joel Neeb
- Receive the Champions of Hope @ Home Watch Party Package for 20 guests (or 2 hosted parties for up to 10 guests each) *
- Opportunity to sponsor one of the following based on availability:
  - Mission Moment, Keynote Address, Emcee, Mobile Bidding Site, Pre-show, Celebrity or Entertainment
- Logo Inclusion:
  - Website and social media pages
  - Digital Save the Date, Invitation & Program
  - Video reel scrolling ticker bar during Live Stream Event
  - Watch Party Package

PLATINUM SPONSOR: $50,000
- Opportunity to provide a 60 second video to show your support in the fight against cancer.
- Half-page acknowledgment in the event program
- One copy of the Benjamin Franklin Award winning book Survivor’s Obligation, co-written by Joel Neeb
- Receive the Champions of Hope @ Home Watch Party Package for 20 guests (or 2 hosted parties for up to 10 guests each) *
- Opportunity to sponsor one of the following based on availability:
  - Mission Moment, Keynote Address, Emcee, Mobile Bidding Site, Pre-show, Celebrity or Entertainment
- Logo Inclusion:
  - Website and social media pages
  - Digital Save the Date, Invitation & Program
  - Video reel scrolling ticker bar during Live Stream Event
  - Watch Party Package

GOLD SPONSOR: $25,000
- Opportunity to provide a 60 second video to show your support in the fight against cancer
- Quarter-page acknowledgment in the event program
- One copy of the Benjamin Franklin Award winning book Survivor’s Obligation, co-written by Joel Neeb
- Receive the Champions of Hope @ Home Watch Party Package for 10 guests (or 1 hosted party for 10 guests) *
- Logo Inclusion:
  - Website and social media pages
  - Digital Save the Date, Invitation & Program
  - Video reel scrolling ticker bar during Live Stream Event
  - Watch Party Package

SILVER SPONSOR: $15,000
- Opportunity to provide a 30 second video to show your support in the fight against cancer
- One copy of the Benjamin Franklin Award winning book Survivor’s Obligation, co-written by Joel Neeb
- Receive the Champions of Hope @ Home Watch Party Package for 10 guests (or 1 hosted party for 10 guests) *
- Logo Inclusion:
  - Website and social media pages
  - Digital Save the Date, Invitation & Program
  - Video reel scrolling ticker bar during Live Stream Event
  - Watch Party Package

VIRTUAL TABLE HOST: $10,000
- One copy of the Benjamin Franklin Award winning book Survivor’s Obligation, co-written by Joel Neeb
- Receive the Champions of Hope @ Home Watch Party Package for 10 guests (or 1 hosted party for 10 guests) *
- Company Name Listed:
  - Website and social media pages
  - Digital Save the Date, Invitation & Program
  - Video reel scrolling ticker bar during Live Stream Event
  - Watch Party Package

General Mission Gift

Your generous donation will go directly to support the mission of the American Cancer Society. This gift is 100% tax deductible.

Event sponsorships and underwriting contributions are subject to the Terms and Conditions available at https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html and incorporated herein by this reference.

*All sponsor benefits pending St. Louis County COVID 19 guidelines
ABOUT THE AMERICAN CANCER SOCIETY

Our mission is simple.
SAVE LIVES, CELEBRATE LIVES, AND LEAD THE FIGHT FOR A WORLD WITHOUT CANCER.
The American cancer Society was created more than 117 years ago for one purpose—to liberate
the world from the threat of cancer. Thanks in part to our efforts, there has been a 23 percent in
decline in the cancer death rate over the past 21 years. That’s 2.6 million deaths prevented.

WE’RE ATTACKING CANCER FROM EVERY ANGLE

WITH INFORMATION
Our web site, cancer.org provides the most accurate information on virtually all topics related
to cancer. Our 24/7 helpline, 1-800-227-2345 handles approximately 1.2 million calls and live
chats annually. Answers that provide hope and comfort. Answers that overcome cancer.

WITH RESEARCH
We’ve invested more than $4.9 billion in research for cancer detection, prevention and control.
We’ve given grant funding support to 49 individuals who went on to win the Nobel Prize.

WITH COMPASSION
We help patients access care, providing free rides to treatment and other cancer-related
appointments. We provide free lodging at Hope Lodge®.

WITH ACTION
From city to state to the US Congress itself, our Cancer Action Network™ advocates at every
level of government to help cancer fighters access the medical care that could save their
life, while working to improve quality of life during and after treatment. We build powerful
partnerships from coaches to CEO’s and corporate partners.

For more information contact:
Kathy Fritz, Senior Manager, Distinguished Events
314-401-9417 | Kathy.fritz@cancer.org
championshopegala.org
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  ☐ $15,000  ☐ $10,000

☐ Champions of Hope Gala donation: _____________________________________________________

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

Name: ________________________________ Title: _____________________________________________
E-mail address: _______________________________________________________________________
Twitter: _____________________________________________________________________________
Facebook: __________________________________________________________________________

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: 314-401-9417

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