



**CEOs AGAINST CANCER**  
**ST. LOUIS CHAPTER**

6th Annual  
*Champions*  
*of* **HOPE**  
*Gala*

**SPONSORSHIP OPPORTUNITIES**

*A Breakthrough  
Experience*

Presented by: **Edward Jones**<sup>®</sup>

Saturday, November 6, 2021 | St. Louis Union Station



## EVENT LEADERSHIP



2021 Event Chair | Penny Pennington

**Edward Jones**



### CEOs Against Cancer

Our CEOs Against Cancer of Missouri are leading The Champions of Hope Gala. These distinguished leaders, 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. This year we will be celebrating the 10th Anniversary of the CEOs Against Cancer – St. Louis Chapter.

## CEOs AGAINST CANCER MEMBERS

See the complete member list: <https://www.ceosagainstcancerstl.org/missouri-chapter>

## HOST COMMITTEE

**David Reifscheider**, *Edward Jones*  
**Jim Mosby**, *Cushman & Wakefield*  
**Fred Kostecki**, *RubinBrown*  
**Chris Tobin**, *JP Morgan*  
**Jesse & Linda Hunter**, *Philanthropic Leaders*

The Champions of Hope Gala Host Committee are influential leaders from St. Louis' business and philanthropic community who are passionate towards the mission of the American Cancer Society. The Host Committee helps lead the procurement of revenue from some of St. Louis' most generous individuals. The Host Committee will welcome our distinguished guests at the cocktail reception at the 2021 Champions of Hope Gala.

**EXECUTIVE PLANNING COMMITTEE** [See the complete member list.](#)

## ABOUT THE 2021 CHAMPIONS OF HOPE GALA

The American Cancer Society's 6th Annual Champions of Hope Gala will be held the evening of Saturday, November 6, 2021 at St. Louis Union Station. This year's Gala theme, "A Breakthrough Experience," will highlight breakthrough efforts in advancing research and health equity, and the distinctive experience guests will have at the celebration.

### Event History:

**Since 2016, the annual Champions of Hope Gala has raised more than \$6.2 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 Noemi Neidorff, Peter Blumeyer, and Bob and Jane Clark. 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

### American Cancer Society Research in Missouri:

ACS is the largest non-governmental funder of cancer research in the country. Our grants fund high-impact and innovative cancer research conducted by hundreds of promising scientists and health care professionals - primarily early in their careers - at institutions across the United States. In fact, 49 researchers funded by the ACS went on to win the Nobel Prize.

Historically, ACS has invested over \$80 million in research projects throughout the State of Missouri. We currently have 15 active research grants totaling more than \$8.6 million throughout the state. This year, the Champions of Hope Fund a Need will benefit American Cancer Society research right here in the State of Missouri.





# SPONSORSHIP

PRESENTING SPONSOR: \$100,000 SOLD

**Edward Jones®**

## BREAKTHROUGH SPONSOR: \$75,000

- Full-page acknowledgment, with preferred page position in the event program
- Recognition as a sponsor in all event media materials
- Two tables – includes gourmet hors d'oeuvres, plated dinner, and dessert with unlimited full bar for guests
- Valet Parking
- Logo Inclusion:
  - Event invitation, table signage, event website, and social media pages
  - Gala video reel featured at the event

## DISCOVERY SPONSOR: \$50,000

- Half-page acknowledgment in the event program
- Recognition as a sponsor in all event media materials
- Two tables – includes gourmet hors d'oeuvres, plated dinner, and dessert with unlimited full bar for guests
- Valet Parking
- Logo Inclusion:
  - Event invitation, table signage, event website, and social media pages
  - Gala video reel featured at the event

## CHAMPIONS SPONSOR: \$25,000 – ONLY 1 AVAILABLE!

*The American Cancer Society will select local ACS researchers and their guests to celebrate at the 6th Annual Champions of Hope Gala.*

- 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.
- Gala video reel featured at the event

# OPPORTUNITIES

## PIONEER SPONSOR: \$25,000

- Quarter-page acknowledgment in the event program
- Recognition as a sponsor in all event media materials
- One table – includes gourmet hors d'oeuvres, plated dinner, and dessert with unlimited full bar for guests
- Valet Parking
- Logo Inclusion:
  - Event invitation, table signage, event website, and social media pages
  - Gala video reel featured at the event

## INNOVATION SPONSOR: \$15,000

- Recognition as a sponsor in all event media materials
- One table – includes gourmet hors d'oeuvres, plated dinner, and dessert with unlimited full bar for guests
- Valet Parking
- Logo Inclusion:
  - Event invitation, table signage, event website, and social media pages
  - Gala video reel featured at the event

## EXPLORATION SPONSOR: \$10,000

- Recognition as a sponsor in all event media materials
- One table – includes gourmet hors d'oeuvres, plated dinner, and dessert with unlimited full bar for guests
- Valet Parking
- Company/Individual Name Listed:
  - Event invitation, table signage, event website, and social media pages
  - Gala video reel featured at the event

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.



# 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 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® or reduced lodging through our Hotel Partners Programs.

### 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 CEOs** and **corporate partners**.

## For more information contact:

Kathy Fritz, Event Manager

314-401-9417 | [kathy.fritz@cancer.org](mailto:kathy.fritz@cancer.org)

[championshopegala.org](http://championshopegala.org)



**Attacking from every angle.™**

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     \$15,000     \$10,000     Champions Sponsor

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  
1001 Craig Rd, Suite 350  
Saint Louis, MO 63146

**Phone:** 314-401-9417

**Email:** [kathy.fritz@cancer.org](mailto:kathy.fritz@cancer.org)  
[www.championshopegala.org](http://www.championshopegala.org)