CELEBRATION OF HOPE
HOSTED BY COACH MIKE BREY
AUGUST 1 & 2, 2022
Join Coach Mike Brey, head coach of the University of Notre Dame men's basketball team, as he continues his commitment to raise funds for the American Cancer Society and save more lives! Over the last 25 years, beginning with his coaching career at the University of Delaware, Coach Brey made a commitment to fighting cancer and saving lives by supporting Coaches vs. Cancer. Since coming to the University of Notre Dame in 2001, Coach Brey has raised over $4.1 million for Coaches vs. Cancer. During his tenure at Notre Dame, Coach has managed to raise enough life-saving funds to be ranked in the top 5 in the nation when compared to other Division 1 Coaches vs. Cancer fundraising programs. ALL funds support the life-saving mission of the American Cancer Society. And we are not stopping there.

In 2022, we invite you as we kick-off our Celebration of Hope on Monday, August 1 with the Night of the Stars – our signature event that honors extraordinary individuals who are making significant contributions to the fight against cancer. This event continues to impress and be the premier kick-off event of the summer.

Then, on Tuesday, August 2, we complete our Coaches vs. Cancer 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, and premium player giveaways. You don’t want to miss this event – it sells out in early spring each year!

What are you waiting for? We have sponsorship opportunities for everyone, and we look forward to building a mutually beneficial partnership with you.

Please stay tuned for more details – and keep an eye on our Celebration of Hope website, Facebook & Twitter page for the most up-to-date information.
**Who We Are**

**Coaches vs. Cancer**
For the past 28 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 32% decline in cancer mortality over the past two decades. The American Cancer Society reports that nearly 3.2 million lives have been saved from cancer. But we can’t stop there. 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.

**Local Impact**

Thanks to the support of many, we are making a local impact in Michiana and the surrounding communities in the following ways:

- The American Cancer Society has been supporting life-saving research at the Harper Cancer Research Institute and at the University of Notre Dame for many years. Currently over $2 million in cancer research is being funded right in our very own community.
- In 2021, our Coaches vs. Cancer supporters raised an astounding $106,500 to support health equity efforts at Pokagon Health Services. These funds will support cancer prevention and early detection efforts for local citizens of the Pokagon Band of Potawatomi Indians.
- Funds raised support local transportation grants to our hospital systems that help provide free rides to life-saving treatment for those battling cancer.
## Event Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>$30,000 Presenting</th>
<th>$20,000 Golden Dome</th>
<th>$15,000 Ring of Honor</th>
<th>$10,000 Championship</th>
<th>$7,500 Final Four</th>
<th>$5,000 Elite Eight</th>
<th>$2,500 Sweet Sixteen</th>
<th>$7,500 Mobile Bidding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Exclusivity</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Number of tickets to Night of the Stars on Aug. 1*</td>
<td>20 tickets</td>
<td>15 tickets</td>
<td>12 tickets</td>
<td>10 tickets</td>
<td>8 tickets</td>
<td>6 tickets</td>
<td>4 tickets</td>
<td>8 tickets</td>
</tr>
<tr>
<td>Foursome(s) at the Coaches vs. Cancer Golf Classic on Aug. 2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
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### Participant Benefits

| Prominent logo placement on golf player giveaways | ✓ |
| Inclusion in local Media Package | ✓ |
| Electronic Save-the-Date Recognition | ✓ |
| Electronic Invitation Logo Recognition (commitment by 5/28/21) | ✓ |
| Program Book Advertisement Size | Full-page, inside front cover | Full-page, inside back cover | ¼ page | ¼ page | ¼ page | 1/8 page | 1/8 page |
| Event Signage & A/V Logo Placement | ✓ |
| Opportunity for on-course presence at golf (restrictions apply) | ✓ |
| Website & Social Media Recognition | ✓ |

### Marketing Benefits

- Prominent logo placement on golf player giveaways
- Inclusion in local Media Package
- Electronic Save-the-Date Recognition
- Electronic Invitation Logo Recognition (commitment by 5/28/21)
- Program Book Advertisement Size
- Event Signage & A/V Logo Placement
- Opportunity for on-course presence at golf (restrictions apply)
- Website & Social Media Recognition

*All in-person events will be strictly determined and wholly dependent on CDC, local state & county health department recommendations on size of social gatherings and public health statistics. All guidelines and recommendations made by the American Cancer Society.

To see sponsorship level benefits listed out in further detail, please visit our website at [www.cvccelebrationofhope.org](http://www.cvccelebrationofhope.org).
Event Participation

Coaches vs. Cancer Golf Classic Foursome (no marketing benefits) - $3,800
- One (1) foursome at the Coaches vs. Cancer Golf Classic on August 2, 2022
- Four (4) tickets to Night of the Stars on August 1, 2022

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 both of our events.
- Company logo placed on signage at event registration
- Eight (8) tickets to the Coaches vs. Cancer Night of the Stars on August 1, 2022
- Company listed as an Underwriter in night-of-event program
- Eighth-page advertisement in the night-of-program

Pin Flag Sponsor—$4,500
- Logo recognition on all pin flags on course at the Coaches vs. Cancer Golf Classic on August 2, 2022
- Company listed as an Underwriter on golf event website
# 2022 Sponsorship Commitment Form

<table>
<thead>
<tr>
<th>Name:</th>
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</thead>
<tbody>
<tr>
<td>Company:</td>
<td></td>
</tr>
<tr>
<td>Mailing Address:</td>
<td></td>
</tr>
<tr>
<td>City, State and Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Daytime Phone:</td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
</tr>
</tbody>
</table>

The **preferred** method for credit cards is an online payment made at:  
[https://acslmsb.ejoinme.org/2022sponsors](https://acslmsb.ejoinme.org/2022sponsors)

*Please make checks made payable to the American Cancer Society.*

**Mail payment and form to:**  
American Cancer Society  
Attn: Coaches vs. Cancer – Celebration of Hope  
PO Box 681405  
Indianapolis, IN 46268  
*Please put “TBUXSM” in the check’s memo.*

Or, email this form to [jessica.mccrea@cancer.org](mailto:jessica.mccrea@cancer.org).

Please select your sponsorship level:

- Presenting
- Golden Dome
- Ring of Honor
- Championship
- Final Four
- Elite Eight
- Sweet Sixteen
- Mobile Bidding
- Pin Flag
- Foursome at Coaches vs Cancer Golf Classic (no marketing benefits)

All proceeds benefit the American Cancer Society. Tax ID# 13-1788491.
Night of the Stars
2022 Honorees

Hope Award
Dr. Linda Tuthill, MD
X-Ray Consultants, Inc.
Paqui & Brian Kelly Comprehensive Breast Center

Inspiration Award
Bert Valenkmaph
Volunteer

Dedication Award
Dr. Terrance Mahoney, DDS
Mahoney Family Dentistry

Innovation Award
Dr. Thomas Merluzzi, PhD
University of Notre Dame
Harper Cancer Research Institute
Contact

Jessica McCrea  
Sr. Development Manager, Distinguished Events  
American Cancer Society  
jessica.mccrea@cancer.org / (574) 234-8255

Rick Peltz  
Coaches vs. Cancer Celebration of Hope  
Event Chairperson  
rpeltz@peltzservices.com / (574) 532-1000

American Cancer Society  
5635 W. 96th Street, Suite 100  
Indianapolis, IN 46278

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.