



CELEBRATION OF HOPE

Presented By



CASINOS

HARTFORD | DOWAGIAC
NEW BUFFALO | SOUTH BEND

HOSTED BY

COACH MICAH SHREWSBERRY

SAVE THE DATES!

NIGHT OF THE STARS | JULY 31

COACHES VS. CANCER GOLF CLASSIC | AUGUST 1

WWW.CVCCELEBRATIONOFHOPE.ORG

2023 Celebration of Hope

Join us as we raise funds for the American Cancer Society and save more lives! Over the last 25 years, the Coaches vs. Cancer program with University of Notre Dame men's basketball has raised over \$4.5 million for the American Cancer Society. And this year we are proud to partner with University of Notre Dame brand new head men's basketball coach, Micah Shrewsberry, as we enter a new era for our Coaches vs. Cancer program!

Our Coaches vs. Cancer program 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, and our Golf Classic continues to be ranked in the top 10 of all American Cancer Society golf events. ALL funds support the life-saving mission of the American Cancer Society. And we are not stopping there.

In 2023, we invite you to join Coach Shrewsberry as we kick-off our Celebration of Hope on Monday, July 31 with the [Night of the Stars](#) at the Four Winds Casino Hotel in South Bend. This signature event honors extraordinary individuals who are making significant contributions to the fight against cancer. Guests will enjoy a delectable 4-course meal prepared by the exceptional culinary staff at Four Winds Casino, an open bar, silent & live auction, and a program that promises to inspire. This event continues to impress and be the premier kick-off event of the summer.

Then, on Tuesday, August 1, 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 29 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. One in two men, and one in three women will be diagnosed with cancer in their lifetime, and this is unacceptable. 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:

- In 2022, at our Celebration of Hope events, supporters showed up in a big way raising \$107,000 to fund a specific research project at Notre Dame's Harper Cancer Research Institute. This research project is poised to make a difference in the health equity of genomics and cancer research.
- 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 Participation

Coaches vs. Cancer Golf Classic Foursome (no marketing benefits) - \$4,000

- One (1) foursome at the Coaches vs. Cancer Golf Classic on August 1, 2023
- Four (4) tickets to Night of the Stars on July 31, 2023 at Four Winds Casino Hotel, South Bend

Table for Ten (10) at Night of the Stars (no marketing benefits) - \$3,000

- Ten (10) tickets to Night of the Stars on July 31, 2023 at Four Winds Casino Hotel, South Bend

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 the 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 (auction link is promoted to an estimated 7,000 individual email addresses)
- Company logo placed on signage at both Celebration of Hope events
- Eight (8) tickets to the Coaches vs. Cancer Night of the Stars on July 31, 2023
- Company listed as sponsor in Celebration of Hope program
- Quarter-page advertisement in the Celebration of Hope program

NEW IN 2023! Golf Shopping Experience Sponsor - \$5,000

- Logo recognition on entry way for players to visit pre-tournament (approximately 150 golfers)
- Four (4) tickets to the Coaches vs. Cancer Night of the Stars on July 31, 2023
- Company listed as sponsor in Celebration of Hope program
- Quarter-page advertisement in the Celebration of Hope program

Pin Flag Sponsor—\$5,000

- Logo recognition on all pin flags on course at the Coaches vs. Cancer Golf Classic on August 1, 2023
- Four (4) tickets to the Coaches vs. Cancer Night of the Stars on July 31, 2023
- Company listed as sponsor in Celebration of Hope program
- Quarter-page advertisement in the Celebration of Hope program

NEW IN 2023! VIP Golf Classic Sponsor—\$3,000

- Logo recognition on a VIP amenity at the CvC Golf Classic (i.e. – hand car washing, custom embroidery, can be determined in partnership with sponsor company)
- Logo recognition on an exclusive gift for all VIPs at CvC Golf Classic (i.e. – Bluetooth speaker, etched whiskey glasses, etc, can be determined in partnership with sponsor company)
- Company logo placed on signage at both Celebration of Hope events
- Two (2) tickets to the Coaches vs. Cancer Night of the Stars on July 31, 2023
- Company listed as sponsor in Celebration of Hope program
- Quarter-page advertisement in the Celebration of Hope program

NEW IN 2023! Night of the Stars Welcome Drink Sponsor—\$2,500

- Logo recognition bar top signage at the Night of the Stars on July 31, 2023
- Logo recognition on beverage napkins at Night of the Stars
- Two (2) tickets to the Coaches vs. Cancer Night of the Stars
- Company listed as sponsor in Celebration of Hope program
- Quarter-page advertisement in the Celebration of Hope program



On-Course Vendors at the Coaches vs. Cancer Golf Classic

Thank you for being interested in joining us at the Coaches vs. Cancer Golf Classic on August 1, 2023, at Blackthorn Golf Club. By joining us on the course to showcase your restaurant and/or display your product(s) during the annual golf event. This is a fantastic opportunity for you to be in front of a select audience on the best golf course in the area. We have listed a few guidelines below to help us achieve this goal.

- We would like all staff members that you bring to be dressed appropriately. They are more than welcome to wear branded clothing.
- It would be best if you were able to bring out a tent to cover the area you are presenting from. A 10 x 10 'pop up' tent or similar is perfect. You will need tables and chairs as those are not available from the course. It is a long day, and we want you and your staff to be comfortable out there. We don't want you to stand all day and we don't want you or the staff to sit on the grass. We prefer the tables to be covered. This can be cloth or plastic as long as the plastic can be secured so that if it is windy out, it doesn't come lose.
- Please bring a banner out with your name on it. This can be placed in front of the table or secured on your tent. This helps you identify yourself and lets our golfers know who you are.
- You will need to provide all the utensils, cups, forks, plates, napkins, etc if you are providing food and/or beverages to our guests. We strongly suggest you have cards, coupons, trinkets, something to pass out to the golfers as they pass by. Almost all the golfers are local, and it is a great way to inform them about your products and/or services.
- There is no electric or gas connections on the course. You will have access to your location if you want to drive a vehicle out.
- The time commitment would be from approximately 11am – 5pm. We would encourage you to provide a minimum of two representatives.

If you are interested in being on the course at the Coaches vs. Cancer Golf Classic, please contact Chairperson, Rick Peltz at rickhpeltz@gmail.com or at 574-532-1000.



2023 Sponsorship Commitment Form

Name:	
Company:	
Mailing Address:	
City, State and Zip Code:	
Daytime Phone:	
Email Address:	
<p>The <i>preferred</i> method for credit cards is an online payment made at: cvc2023.givesmart.com</p> <p><i>Please make checks made payable to the American Cancer Society.</i></p> <p>Mail payment and form to: American Cancer Society Attn: Coaches vs. Cancer – Celebration of Hope PO Box 681405 Indianapolis, IN 46268 *Please put "TBUX5M" in the check's memo.*</p> <p>Please email this form to jessica.mccrea@cancer.org.</p>	<p>Please select your sponsorship level:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Presenting <input type="checkbox"/> Golden Dome <input type="checkbox"/> Ring of Honor <input type="checkbox"/> Championship <input type="checkbox"/> Final Four <input type="checkbox"/> Elite Eight <input type="checkbox"/> Sweet Sixteen <input type="checkbox"/> Mobile Bidding <input type="checkbox"/> Pin Flag <input type="checkbox"/> VIP Golf Classic <input type="checkbox"/> Golf Shopping Experience Sponsor <input type="checkbox"/> Welcome Drink <input type="checkbox"/> Foursome at Coaches vs Cancer Golf Classic (no marketing benefits) <input type="checkbox"/> On-Course Vendor

All proceeds benefit the American Cancer Society. Tax ID# 13-1788491.



NIGHT OF THE STARS

A CELEBRATION OF HOPE

Night of the Stars 2023 Honorees

Hope Award

Check back soon!

Inspiration Award

Check back soon!

Dedication Award

Check back soon!

Innovation Award

Check back soon!



Contact

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