

COACHES
VS. CANCER.



Coaches vs. Cancer

Celebration of Hope

2026 Sponsorship Opportunities



Join our cancer-fighting team!

The American Cancer Society's mission is simple – to save lives, and to end cancer as we know it, for everyone. We know that there is a critical need for access to prevention, screening and treatments to be equally available to everyone. Below are some highlights of how these events are supporting the American Cancer Society in Indiana:

- The American Cancer Society has been funding research right in our own backyard at the Harper Cancer Research Institute and at the University of Notre Dame for over 70 years with a lifetime total of \$6.67 million.
- In 2025, supporters at the Celebration of Hope events raised an astounding \$153,000 to support cancer research happening in ACS-funded facilities in Indiana. No single nongovernmental, not-for-profit organization in the us has invested more to find the causes and cures of cancer than ACS. In fact, we've helped make possible almost every major cancer research breakthrough since 1946.
- In 2024, supporters at the Celebration of Hope events raised an astounding \$146,900 to support the American Cancer Society's LION (Leadership in Oncology Navigation), a standardized training and credentialing program that helps patient navigators deliver essential nonclinical support to those fighting cancer. With these funds, cancer navigators all across Indiana will be able to be credentialed at no cost, assuring that equitable cancer care is available to everyone fighting cancer in our state and beyond.



2026 Signature Events

The Notre Dame Coaches vs. Cancer program is proud to have raised 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. Our lifetime total of funds raised by these events over \$6 million. ALL funds support local efforts and the life-saving mission of the American Cancer Society. And we are *not* stopping there.

Night of the Stars | Monday, July 20, 2026

Four Winds Casino Hotel – South Bend

This signature event honors extraordinary individuals who are making significant contributions to the fight against cancer. Guests will enjoy a delicious dinner, an open bar, silent and live auction, and a program that promises to inspire. This event continues to impress and be the premier kick-off event of the summer.

Coaches vs. Cancer Golf Classic | Tuesday, July 21, 2026

Warren Golf Course – University of Notre Dame

Our foursomes will have an unparalleled golf experience on the links, including exclusive shopping in the Warren Pro Shop, lunch and premium player giveaways. This event sells out every year.

We have sponsorship opportunities for everyone. We look forward to building a mutually-beneficial partnership with you.



Signature Sponsor Levels

\$35,000 Presenting

- Market exclusivity
- Two (2) tables of ten (10) at Night of the Stars
- Two (2) foursomes at CvC Golf Classic
- Twenty (20) tickets to VIP Reception
- Prominent logo placement on golf player giveaways
- Inclusion in local media package
- Electronic logo recognition
- Program book ad - full-page, inside front & back covers
- Event signage & A/V logo placement
- Opportunity for on-course presence
- Website & social media recognition
- Eighteen (18) tee signs on-course at the CvC Golf Classic

\$20,000 Golden Dome

- Market exclusivity
- Two (2) tables of ten (10) at Night of the Stars
- Two (2) foursomes at CvC Golf Classic
- Twenty (20) tickets to VIP Reception
- Inclusion in local media package
- Electronic logo recognition
- Program book ad - full-page
- Event signage & A/V logo placement
- Opportunity for on-course presence (restrictions apply)
- Website & social media recognition
- Sixteen (16) tee signs on-course at the CvC Golf Classic

\$15,000 Ring of Honor

- Market exclusivity
- One (1) table of ten (10) at Night of the Stars
- One (1) foursome at CvC Golf Classic
- Ten (10) tickets to VIP Reception
- Inclusion in local media package
- Electronic logo recognition
- Program book ad - half-page
- Event signage & A/V logo placement
- Opportunity for on-course presence (restrictions apply)
- Website & social media recognition
- Twelve (12) tee signs on-course at the CvC Golf Classic

Signature Sponsor Levels

\$10,000

Championship

- One (1) table of ten (10) at Night of the Stars
- One (1) foursome at CvC Golf Classic
- Ten (10) tickets to VIP Reception
- Electronic logo recognition
- Program book ad - half-page
- Event signage & A/V logo placement
- Website & social media recognition
- Ten (10) tee signs on-course at the CvC Golf Classic

\$8,000

Final
Four

- Eight (8) tickets to Night of the Stars
- One (1) foursome at CvC Golf Classic
- Electronic logo recognition
- Program book ad - quarter-page
- Event signage & A/V logo placement
- Website & social media recognition
- Eight (8) tee signs on-course at the CvC Golf Classic

\$5,000

Elite
Eight

- Six (6) tickets to Night of the Stars
- Electronic logo recognition
- Program book ad - quarter-page
- Event signage & A/V logo placement
- Website & social media recognition
- Four (4) tee signs on-course at the CvC Golf Classic

\$3,000

Sweet
Sixteen

- Two (2) tickets to Night of the Stars
- Electronic logo recognition
- Program book ad - eighth-page
- Event signage & A/V logo placement
- Website & social media recognition
- Two (2) tee signs on-course at the CvC Golf Classic



Night of the Stars

Sponsorship Opportunities



Mobile Bidding Sponsor

Logo recognition at the event & throughout the mobile bidding website which is promoted at both of our events (auction link is promoted to 7,000+ email addresses)

Company logo on signage at both Celebration of Hope events

One table of ten (10) to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Ten (10) tickets to VIP Reception

Company listed as sponsor in Celebration of Hope program

Half-page advertisement in the Celebration of Hope program

\$10,000



VIP Reception Sponsor

Logo recognition on signage & screens inside the VIP Reception, prior to the Night of the Stars on July 210, 2026

Company logo on signage at both Celebration of Hope events

One table of ten (10) to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Ten (10) tickets to VIP Reception

Company listed as sponsor in Celebration of Hope program

Half-page advertisement in the Celebration of Hope program

\$10,000



Entertainment Sponsor

Logo recognition on signage next to the event musician at Night of the Stars on July 20, 2026

Six (6) tickets to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Company listed as sponsor in Celebration of Hope program

Quarter-page advertisement in the Celebration of Hope program

\$5,000



Signature Drink Sponsor

Logo recognition on exclusive signature bar signage at Night of the Stars on July 20, 2026

Logo recognition on specialty bar beverage napkins

Two (2) tickets to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Company listed as sponsor in Celebration of Hope program

\$3,000



Welcome Drink Sponsor

Logo recognition on the drinkware of welcome drink, offered to all guests upon arrival at the Night of the Stars on July 20, 2026

Opportunity to promote your brand in person

Two (2) tickets to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Company listed as sponsor in Celebration of Hope program

\$3,000

Golf Sponsorship Opportunities



Tee Box Sponsor *

Logo recognition on both men's and women's tee boxes throughout the course (4 tee boxes/hole)

A table of ten (10) at the Coaches vs. Cancer Night of the Stars on July 20, 2026

One (1) foursome in the Coaches vs. Cancer Golf Classic on July 21, 2026

Company listed as sponsor in Celebration of Hope program

Half-page advertisement in the Celebration of Hope program

\$10,000 *



On-Course Vendor Sponsor

Opportunity to promote & market your company to our attendees

Four (4) tickets to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Company listed as sponsor in Celebration of Hope program

Quarter-page advertisement in the Celebration of Hope program

\$5,000



Pin Flag Sponsor *

Logo recognition on all pin flags on course at the Coaches vs. Cancer Golf Classic on July 21, 2026

Four (4) tickets to the Coaches vs. Cancer Night of the Stars on July 20, 2026

Company listed as sponsor in Celebration of Hope program

Quarter-page advertisement in the Celebration of Hope program

\$7,500 *

**These opportunities require a multi-year agreement.*



Golf Sponsorship Opportunities



Bag Tag Sponsor

Logo recognition on estimated 150 bag tags given out to each golfer at Coaches vs. Cancer Golf Classic on July 21, 2026

Company listed as sponsor in Celebration of Hope program

Quarter-page advertisement in the Celebration of Hope program

\$5,000



Driving Range Sponsor

Company logo placed on driving range signage at Coaches vs. Cancer Golf Classic on Tuesday, July 21, 2026

Company listed as sponsor in Celebration of Hope program

Eighth-page advertisement in the Celebration of Hope program

\$3,000



Putting Green Sponsor

Company logo placed on putting green signage at Coaches vs. Cancer Golf Classic on July 21, 2026

Company listed as sponsor in Celebration of Hope program

Eighth-page advertisement in the Celebration of Hope program

\$3,000



Shopping Experience Sponsor

Logo recognition on entry way for players to visit pre-tournament (approximately 150 golfers) at Coaches vs Cancer Golf Classic on July 21, 2026

Company listed as sponsor in Celebration of Hope program

\$2,500

Contact

Jessica McCrea, Senior Manager, Distinguished Events
American Cancer Society

Phone – (317) 679-8414

Email – jessica.mccrea@cancer.org

Rick Peltz, Celebration of Hope Chairperson

Phone – (574) 532-1000

Email – rickhpeltz@gmail.com

Website www.cvccelebrationofhope.org

