



RUNWAY FOR A CURE 2023

OCTOBER 19, 2023



PRESENTED BY:



ALICE AND CARL
KIRKLAND
CANCER CENTER

a service of Jackson-Madison County
General Hospital

RUNWAY FOR A CURE 2023

Today, we ask you to join us for a united force against breast cancer in West Tennessee as we celebrate the 29th annual Runway For A Cure on Thursday, October 19th, 2023 at the Carl Perkins Civic Center.

In 2023, 6,210 Tennessee women are expected to be diagnosed with breast cancer, and we are fighting back in our state.

In supporting this event, you will enjoy a night out with friends while seeing the latest fashion trends, live entertainment, and silent auction as we honor local Real Men Wear Pink and Runway Survivor Honorees. Help us celebrate this wonderful event and move us closer to our mission of eliminating breast cancer.



Why support the fight against breast cancer?



AN ESTIMATED 300,590 PEOPLE WILL BE DIAGNOSED WITH BREAST CANCER IN 2023.

Female breast cancer has surpassed lung cancer as the most commonly diagnosed cancer worldwide.

(Global Cancer Statistics 2020)



About

The American Cancer Society

We are improving the lives of people with cancer and their families as one of the only organizations combating cancer through **advocacy, research, and patient support**, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



We launch innovative, high-impact research to find more - and better - treatments, uncover factors that may cause breast cancer, and improve the quality of life for people facing breast cancer.

In the last 30 years alone, ACS has invested more than **\$600 million in breast cancer research**, and is currently investing **\$78.1 million in breast cancer-specific research** through 160 grants (as of January 2023).



Your dollars at work:

In 2021, nearly **24,000 cancer patients** benefitted from ACS transportation support through the **Road To Recovery program** and **transportation grants**, with nearly 228,000 rides provided as a result of these two programs.

In 2021, 3,900 breast cancer patients received one-on-one support through the **Reach To Recovery program**.

ACS has **26 grants totaling \$18.6 million dollars** at 22 institutions nationwide dedicated to **metastatic breast cancer research**.

In 2021, **30 Hope Lodge facilities** welcomed guests across the country. More than 6 million nights of stay have been provided through the Hope Lodge program since 1970.

In 2021, we offered support to patients and families through **250,000 calls/chats**, and there were more than **130 million visits to cancer.org**.

The death rate from breast cancer dropped by 42% from 1989 to 2019 as a result of earlier detection through increased awareness and mammography screening, as well as advances in treatments.

There are more than **3.8 million breast cancer survivors** in the US today, including those who have completed treatment and those still undergoing treatment.

Platinum Sponsor

\$6,000

Seating & Table Benefits:

- Three (3) reserved tables (24 guests) for Runway For A Cure
- Complimentary bottle of wine per table (3 total) **OR** Drink tickets for one (1) complimentary drink from bar per guest (24 drinks total), to be decided by table host
- Tickets to VIP cocktail hour for 8 table guests (8 tickets total) day of event
- Premium table placement during event, closest to runway

Marketing Benefits:

- Exclusive naming rights to one of the following: silent auction, pink drink, or survivor honoree recognition
- Inclusion in ALL event-related press releases
- One-page, color spread advertisement for company in Runway event program - **Must be submitted to Toni Mack by 08.01.23**
- Tier 1 Company logo included in event program
- Tier 1 Company logo on all printed advertisements
- Five (5) social media mentions
- Tier 1 Logo on event Invite - **if commitment made by 07.01.23**
- Tier 1 Logo on event sponsorship page of the Runway For A Cure website
- Verbal recognition from podium during the event
- Logo included on sponsorship video reel during event



Survivor Sponsor

\$4,000

Seating & Table Benefits:

- Two (2) reserved tables (16 guests) for Runway For A Cure

Marketing Benefits:

- Exclusive naming rights to the Runway Survivor Table
- Half-page, color spread advertisement for company in Runway event program - **Must be submitted to Toni Mack by 08.01.23**
- Company logo included in event program
- Tier 2 Company logo on all printed advertisements
- Four (4) social media mentions
- Tier 2 Logo on event Invite - **if commitment made by 08.01.23**
- Tier 2 Logo on event sponsorship page of the Runway For A Cure website
- Verbal recognition from podium during opening comments of event
- Logo included on sponsorship video reel during event

Diamond Sponsor

\$3,000

Seating & Table Benefits:

- One (1) reserved table (8 guests) for Runway For A Cure

Marketing Benefits:

- Tier 3 Company logo included in event program
- Three (3) social media mentions
- Quarter-page, color spread advertisement for company in Runway event program
- Tier 3 Logo on event sponsorship page of the Runway For A Cure website
- Logo included on sponsorship video reel during event
- Verbal recognition from podium during the event

Gold Sponsor

\$2,000

Seating & Table Benefits:

- One (1) reserved table (8 guests) for Runway For A Cure

Marketing Benefits:

- Name included in event program
- One (1) social media mentions
- Name on event sponsorship page of the Runway For A Cure website
- Verbal recognition from podium during opening comments of event
- Name included on sponsorship video reel during event

Table Only








\$1,000

Seating & Table Benefits:

- One (1) reserved table (8 guests) for Runway For A Cure



RUNWAY 2023 SPONSORSHIP BENEFITS

	PLATINUM SPONSOR \$6,000	SURVIVOR SPONSOR \$4,000	DIAMOND SPONSOR \$3,000	GOLD SPONSOR \$2,000	TABLE ONLY \$1,000
RECOGNITION ON ALL EVENT ADVERTISING					
TICKETS TO PRE-EVENT VIP COCKTAIL HOUR	TICKETS FOR 8 TABLE GUESTS				
LOGO ON EVENT INVITE (IF SUBMITTED BY 08.01.23)					
VERBAL RECOGNITION FROM PODIUM DURING EVENT					
COMPANY ADVERTISEMENT IN PRINTED EVENT PROGRAM (IF SUBMITTED BY 08.01.23)	ONE-PAGE, COLOR SPREAD	HALF-PAGE, COLOR SPREAD	QUARTER-PAGE, COLOR SPREAD	COMPANY NAME	
NAMING RIGHTS TO INDIVIDUAL PORTIONS OF THE EVENT	PINK DRINK, SILENT AUCTION OR SURVIVOR RECOGNITION	RUNWAY SURVIVOR TABLE			
RECOGNITION ON EVENT SPONSOR VIDEO REEL	COMPANY LOGO	COMPANY LOGO	COMPANY LOGO	COMPANY NAME	
SOCIAL MEDIA MENTIONS	5	4	3	1	
TABLES AT RUNWAY	THREE TABLES (24 SEATS)	TWO TABLES (16 SEATS)	ONE TABLE (8 SEATS)	ONE TABLE (8 SEATS)	ONE TABLE (8 SEATS)



RUNWAY FOR A CURE 2023

SPONSORSHIP COMMITMENT

[CLICK HERE](#)

TO SUBMIT YOUR ONLINE
SPONSORSHIP COMMITMENT FORM

OR

SCAN QR CODE BELOW TO ACCESS ONLINE
SPONSORSHIP COMMITMENT FORM ON PHONE



Sponsor Packages

- | | | |
|---|---|--|
| <input type="checkbox"/> Platinum - \$6,000 | <input type="checkbox"/> Survivor - \$4,000 | <input type="checkbox"/> Diamond - \$3,000 |
| <input type="checkbox"/> Gold - \$2,000 | <input type="checkbox"/> Table Only - \$1,000 | |

IF YOU WOULD PREFER A PHYSICAL COPY OF THE SPONSORSHIP COMMITMENT FORM, PLEASE EMAIL TONI MACK AT TONI.MACK@CANCER.ORG

Thank you for your tax-deductible contribution.



RUNWAY FOR A CURE 2023

PAYMENT INFORMATION

TO RECEIVE ALL BENEFITS, PAYMENT IS DUE BY
AUGUST 1, 2023

- To send a *check by mail*, please sent to the following address:

American Cancer Society
Attn: Runway For A Cure - EA2TXW
PO Box 771557 | Memphis, TN 38177

- To complete your sponsorship by *credit card*, please scan the QR Code below or follow the link [here](#).



Sponsor Packages

- | | | |
|---|---|--|
| <input type="checkbox"/> Platinum - \$6,000 | <input type="checkbox"/> Survivor - \$4,000 | <input type="checkbox"/> Diamond - \$3,000 |
| <input type="checkbox"/> Gold - \$2,000 | <input type="checkbox"/> Table Only - \$1,000 | |

Thank you for your tax-deductible contribution.



Thank You!

Your generous support will help in continuing the mission of the American Cancer Society.

Together we will Save Lives, Celebrate Lives and Lead The World in the Fight Against Cancer.



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For more information contact:

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