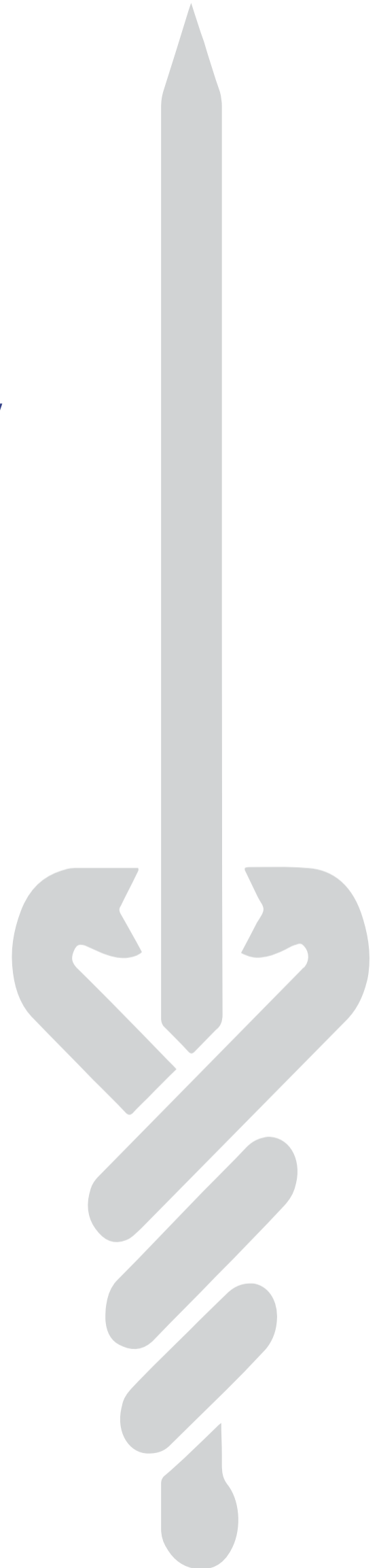


# American Cancer Society Discovery Ball

Sponsorship & Underwriting  
Opportunities

**Saturday, November 13, 2021**  
**JW Marriott Indianapolis**



# OUR MISSION IS SIMPLE.

## SAVE LIVES AND CELEBRATE LIFE. 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 has triggered a 29% decline in U.S. deaths over the past two decades, but we can't stop there. Over 2.9 million new cancer cases are expected to be diagnosed in the United States in 2021, and more than 600,000 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

### GENEROSITY

Keeps us going

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer. We're not there yet, but with the help of our donors, we've made some incredible progress. Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.

Statistics below are from 2019.



**3,680+ RIDES**

FOR PATIENTS IN INDIANA TO AND FROM CANCER RELATED TREATMENT THROUGH THE ROAD TO RECOVERY PROGRAM.



**2,000+ NIGHTS**

OF REDUCED-COST OR FREE LODGING PROVIDED TO INDIANA CANCER PATIENTS THROUGH OUR HOPE LODGE COMMUNITIES AND HOTEL PARTNERS.



**\$7 MILLION**

INVESTED IN RESEARCH IN INDIANA



**7,000**

INDIANA WOMEN RECEIVED BREAST AND CERVICAL CANCER SCREENINGS



**250**

INDIANA ACS CAN VOLUNTEER ADVOCATES



**RESPONDED TO MORE THAN 10,000 CALLS**

FROM INDIVIDUALS IN INDIANA,

providing information, cancer-related resources, and answers.



**PARTNERED WITH 15 HEALTH SYSTEMS IN INDIANA**

to increase colorectal cancer screening rates in 2019.



**PARTNERED WITH 25 HEALTH SYSTEMS IN INDIANA**

to increase HPV vaccination rates in 2019.

# THE IMPACT OF COVID-19 ON CANCER

The COVID-19 pandemic has had numerous consequences secondary to the disease itself, including reduced access to care for other illnesses.

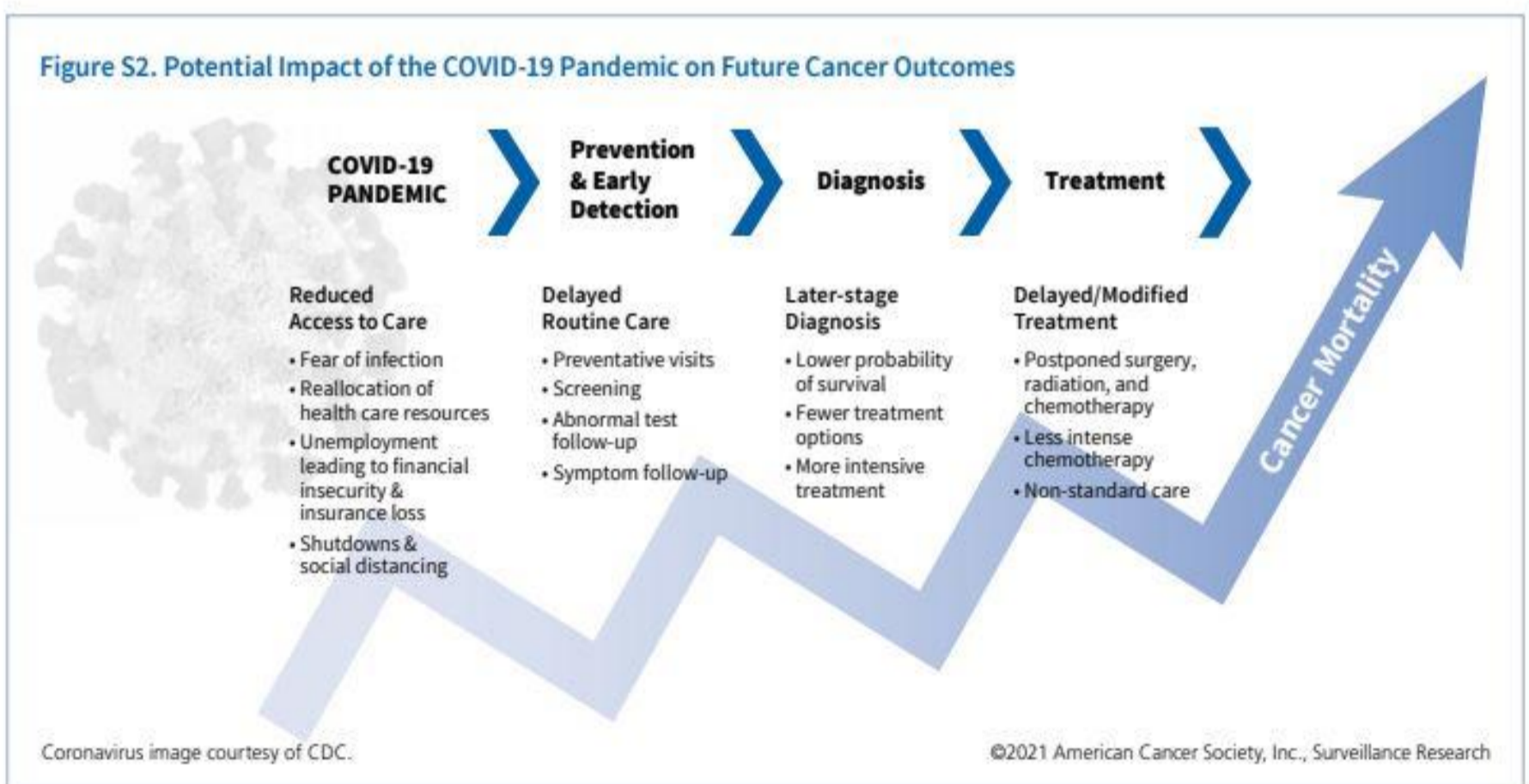
- Delays in cancer screening, diagnosis, and treatment due to reduced health care access will likely result in a short-term drop in cancer diagnoses followed by increases in late-stage diagnoses and preventable cancer deaths.
- Some individuals may continue to delay preventive care and symptom follow-up due to fear of exposure or loss of employment and/or employer-based health care.
- Particularly affected, historically disadvantaged communities that already have challenges accessing quality medical care and face a disproportionate burden of COVID-19 illness, hospitalization, and death.
- Behavioral changes adopted during the pandemic, such as weight gain, physical inactivity, and alcohol consumption, may carry over in long-term health consequences.

At the onset of the pandemic, routine cancer screenings were postponed to prioritize urgent medical needs and reduce the spread of COVID-19. This, along with fear of contracting the virus in health care settings, resulted in a steep drop in screenings. An estimated 80% to 90% decline in screening for breast, colorectal, and cervical cancers, and HPV vaccinations, which can prevent 6 types of cancer, dropped by 73%.

The COVID-19 pandemic has resulted in unprecedented challenges to the care and treatment of patients with cancer. Cancer clinical trials have also been affected, with 60% of research programs halting screenings and/or enrollment for clinical trials.

The pandemic has highlighted and exacerbated existing health inequities in the United States.

COVID-19 has resulted in unprecedented job loss, eliminating employer-based health insurance as an option for millions of Americans.



## Resources:

- American Cancer Society ([cancer.org/coronavirus](https://cancer.org/coronavirus))
- National Cancer Institute ([cancer.gov/about-cancer/coronavirus](https://cancer.gov/about-cancer/coronavirus))
- Centers for Disease Control and Prevention ([cdc.gov/coronavirus](https://cdc.gov/coronavirus))
- Johns Hopkins University Coronavirus Resource Center ([coronavirus.jhu.edu/map.html](https://coronavirus.jhu.edu/map.html))

# DISCOVERY BALL 2021 LEADERSHIP

## Board of Ambassadors



Executive Co-Chair  
David J. Carr, *Partner*  
Ice Miller LLP



Executive Co-Chair  
Matt Koscal, *CAO & SVP*  
Republic Airways

Carol Curran, *President & CEO*  
Phoenix Data Corporation

Betsy Garfield, *VP Real Estate Acquisitions*  
Henke Development Group

Joseph Kelley, *First VP, Wealth Management*  
Morgan Stanley Wealth Management

Dennis McGuire, *President*  
Cripe

Alison Melton, *Vice President of Retail*  
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Emily O'Dell, *Director, Client Relationship*  
MJ Insurance

Erin Pentz, *CCO, Principal & Wealth Advisor*  
SBC Wealth Management

Jennifer Ping, *Exec. Dir. Govt. Affairs*  
Krieg DeVault LLP

Chad Pulley, *Associate General Counsel*  
Republic Airways

Rick Rhodes, *Regional Vice President of Sales*  
Anthem, Inc.

Jon Rosser, *Senior Partner*  
Platinum Recruiting Group

Timothy Rushenberg, *General Counsel*  
National Salvage & Service Corp.

Daniel Taylor, *VP of Business Development*  
Alderson Commercial Group, Inc.

Damion Tolliver, *Owner*  
T Traders LLC

Christen Vinson, *Director, Business Ops*  
Personal Genome Diagnostics (PGDx)

Kathleen Waak, *Associate*  
Barnes & Thornburg LLP

## Discovery Ball Committee

### Event Chair

Mary Creazzo, *Director of Marketing*  
SBC Wealth Management

### Auction Chairs

Lisa Breall, *Retired, Philanthropist*  
Qiagen N.V.

Erin Pentz, *CCO, Principal & Wealth Advisor*  
SBC Wealth Management



# ABOUT DISCOVERY BALL 2021

The American Cancer Society's **12th annual Discovery Ball** will be held on **November 13, 2021** at the **JW Marriott**. Festivities begin at **6:00 p.m.** with a cocktail reception that includes a silent auction followed by an elegant dinner, a live auction and concluding with an incredible after party.

## WHO IS ATTENDING

More than 500 guests are expected to attend, including corporate sponsors, business owners and philanthropic leaders.

## EVENT HISTORY

Since 2009, the annual Discovery Ball has raised more than \$4 million to support the American Cancer Society's mission to save lives and create a world with less cancer by helping people stay well and get well. Discovery Ball is one of Indianapolis' premier cancer fundraising events.

## WHY BECOME A CORPORATE SPONSOR

- Positioning yourself as a partner of the American Cancer Society — the largest and most respected voluntary health organization in the United States — will bolster your company's reputation and demonstrate your commitment to serving the community.
- 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Our brand helps to clearly identify our organization, set it apart from other organizations and ultimately create relationships with our communities.
- The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higher rating.
- Americans believe cancer is the single most important health problem they face.
- Approximately 1.8 million new cancer cases are expected to be diagnosed in the United States this year. More than 600,000 Americans will lose their battle. That's more than 1,600 people a day. You can help us move one step closer to a world free from the pain and suffering of cancer by celebrating with us at the Discovery Ball.



# SPONSORSHIP OPPORTUNITIES

## DISCOVERY BALL 2021 PARTICIPATION BENEFITS

SPONSORSHIP LEVEL	PRESENTING SPONSOR \$40,000	VISIONARY SPONSOR \$25,000	HEALTHCARE HERO SPONSOR \$20,000	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
TABLES/ SEATS	Premier Seating: Three (3) tables of ten (10) seats <b>30 total tickets</b>	Premier Seating: Two (2) tables of ten (10) seats <b>20 total tickets</b>	Premier Seating: Two (2) tables of ten (10) seats <b>20 total tickets</b>	One (1) table of <b>ten (10) seats</b>	One (1) table of <b>ten (10) seats</b>	One (1) table of <b>ten (10) seats</b>
VIP RECEPTION IN OCTOBER	Twenty (20) Attendees	Ten (10) Attendees	Ten (10) Attendees	Six (6) Attendees	Four (4) Attendees	Two (2) Attendees
PRESENTING SPONSOR AWARD; LETTER FROM CEO IN PROGRAM; CEO SPEAK FROM PODIUM;	✓					

**\*\* TABLES OF 10 AND INDIVIDUAL TICKETS ALSO AVAILABLE FOR PURCHASE ON COMMITMENT FORM.**

## DISCOVERY BALL 2021 RECOGNITION BENEFITS

SPONSORSHIP LEVEL	PRESENTING SPONSOR \$40,000	VISIONARY SPONSOR \$25,000	HEALTHCARE HERO SPONSOR \$20,000	PLATINUM SPONSOR \$15,000	GOLD SPONSOR \$10,000	SILVER SPONSOR \$5,000
MEMBER OF THE BOARD OF AMBASSADORS	✓	✓	✓	✓	✓	✓
VERBAL RECOGNITION FROM PODIUM	✓	✓	✓			
PRE-EVENT AD RECOGNITION IN INDIANAPOLIS MONTHLY	✓	✓	✓	✓		
COMPANY LOGO/NAME ON EVENT WEBSITE	Logo	Logo	Logo	Logo	Name	Name
DIGITAL SAVE THE DATE INCLUSION DEADLINE 4/3/20	Name & Company Logo	Name & Company Logo	Name & Company Logo			
DIGITAL INVITATION INCLUSION DEADLINE 9/4/21	Prominent Placement Presented By: Company Logo	Prominent Placement Company Logo	Logo	Logo	Name	Name
PROGRAM BOOK AD DEADLINE 10/1/21	Two-Page Spread	Two-Page Spread	Full-Page	Half-Page	Quarter-Page	Quarter-Page
SOCIAL MEDIA MENTIONS	10	8	7	5	4	2

# UNDERWRITING OPPORTUNITIES

## DISCOVERY BALL 2021 RECOGNITION BENEFITS

UNDERWRITING OPPORTUNITY	BAND	AFTER PARTY	MOBILE BIDDING	LIVE AUCTION	AUCTIONEER
DONATION	\$15,000	\$15,000	\$7,500	\$7,500	\$7,500
EXCLUSIVE BILLING	✓	✓	✓	✓	✓
TABLES/ SEATS	One (1) table of ten (10) seats	One (1) table of ten (10) seats	Six (6) seats at a shared table	Six (6) seats at a shared table	Six (6) seats at a shared table
LOGO RECOGNITION	✓	✓	✓	✓	✓
COMPANY NAME LISTED AS AN UNDERWRITER IN THE PROGRAM BOOK	✓	✓	✓	✓	✓
PROGRAM BOOK AD DEADLINE 10/1/21	Full-Page	Full-Page	Half-Page	Half-Page	Half-Page
EVENT WEBSITE	Company Logo	Company Logo	Company Logo	Company Logo	Company Name
SIGNAGE AT EVENT	Company Logo	Company Logo	Company Logo	Company Logo	Company Logo
SPECIAL LOUNGE SEATING FOR 10 AT AFTER-PARTY	✓				

# UNDERWRITING OPPORTUNITIES

## DISCOVERY BALL 2021 RECOGNITION BENEFITS CONTINUED

UNDERWRITING OPPORTUNITY	PROGRAM BOOK PRINTER	SIGNATURE DRINK	MOSAIC TRIBUTE	PHOTO BOOTH	PHOTOGRAPHER
DONATION AMOUNT	\$6,000	\$5,000	\$5,000	\$5,000	\$4,000
EXCLUSIVE BILLING	✓	✓	✓	✓	✓
TABLES/ SEATS	Four (4) seats at a shared table	Two (2) seats at a shared table	Two (2) seats at a shared table	Two (2) seats at a shared table	
LOGO RECOGNITION	✓	✓	✓	✓	✓
COMPANY NAME LISTED AS AN UNDERWRITER IN THE PROGRAM BOOK	✓	✓	✓	✓	✓
SIGNAGE AT EVENT	Logo	Logo	Logo	Logo	Name



# RECENT DISCOVERY BALL SUPPORTERS

Allegion  
American Structurepoint, Inc.  
Anthem  
Ascension St. Vincent  
Barnes & Thornburg LLP  
BCforward  
Beck's Hybrids  
Becknell Industrial  
Bedel Financial Consulting  
Bingham Greenebaum Doll  
Bose McKinney & Evans LLP  
Bose Public Affairs Group  
Browning Investments  
Caldwell VanRiper  
Capital Cities, LLC  
Charles Schwab Co., Inc.  
Chatham Hills  
Citimark Realty  
CNO Financial Group  
Cognizant Technology Solutions  
Commenda Capital  
Community Health Network  
Cripe  
Cushman & Wakefield  
DEEM  
Delta Faucet Company  
The Ed Martin Automotive Group  
e-Health  
Elements Financial  
Eli Lilly and Company  
Emmis Communications  
Eskenazi Health  
Express Scripts  
Freije Engineered Solutions  
Frost Brown Todd  
Genesys  
Ginovus  
Glick Family Foundation  
Goelzer Investment Management  
Hendricks Regional Health  
Holladay Properties  
Holliday Farms  
Hoosiers Work for Health

IBJ Media  
Indiana Farm Bureau Insurance  
Indiana Limestone/Polycor  
IU Health  
IU Simon Comprehensive Cancer Center  
Indianapolis Monthly  
Ivy Tech Foundation  
KAR Global  
Keystone Realty Group  
Krieg DeVault, LLP  
Kroger  
KSM Consulting  
Lewis Wagner, LLC  
LIFT Academy  
Maingate  
Merrill Lynch  
Morgan Stanley  
Moyer Fine Jewelers  
National Bank of Indianapolis  
Old National Bank  
Orchard Software  
OurHealth  
Pacers Sports & Entertainment  
Parkview Cancer Institute  
Performance Services  
Phoenix Data Corporation  
PhRMA  
Platinum Recruiting Group  
PNC  
Principal Global Investors  
Republic Airways  
RJE Business Interiors  
Salesforce  
SBC Wealth Management  
STAR Financial  
Stifel  
Subaru of Indiana  
T Traders  
Taft  
Tom Wood Group  
Travioli Trust  
United Airlines  
Willis Towers Watson



# THANKS TO GENEROUS DONATIONS

from individuals and corporate supporters like you, we continue fighting to free the world from the pain and suffering of cancer.

[cancer.org](https://cancer.org) | 1.800.227.2345

For more information contact:

Sheila Carlson, Senior Development Manager

[sheila.carlson@cancer.org](mailto:sheila.carlson@cancer.org)

317.858.6338