VIRTUAL

DISCOVERY BALL
JOURNEY TO A CURE

2020

Wednesday, November 11th

Presented by

Ascension St. Vincent
ABOUT DISCOVERY BALL 2020

EVENT DETAILS

The American Cancer Society has a history of innovation. No single not-for-profit organization in the US has invested more to find the causes and cures of cancer than the American Cancer Society (ACS). In fact, we have helped make possible almost every major cancer research breakthrough since 1946. Since 2009, the annual Discovery Ball has raised more than $3 million.

VIRTUAL EVENT

The fight against cancer can’t be cancelled, postponed or rescheduled. That’s why the Indianapolis Discovery Ball presented by Ascension St. Vincent is going virtual. As COVID-19 spreads across our community, cancer patients are placed in the eye of the storm with unique clinical, social, and financial disadvantages. In all communities, cancer patients and their caregivers need us to forge ahead with our work – including research, patient services, information and resource sharing, education, and advocacy.

We feel it is necessary to put the safety of guests, patients and caregivers first and we are committed to providing everyone the safe opportunity to support the American Cancer Society by hosting this year’s gala in a digital space. There are many incredible auction items that we feel confident you will not want to miss. You will hear from incredible community leaders, and an extraordinary mission speaker who will share their cancer story that will inspire you even more to support the American Cancer Society.

Now, more than ever, we need your support to continue our mission to attack cancer from every angle. Cancer hasn’t stopped... and neither will the American Cancer Society. Please join us on this journey.

LIVESTREAM

Wednesday, November 11, 2020 at 7:00pm (Pre-show will begin 6:30pm)

EVENT LEADERSHIP

Matt Koscal
Executive Chair of the Council of Ambassadors
SVP and CAO
Republic Airways

Monica Wight
Event Chair of the Discovery Ball Committee
Business Development
Sexton Biotechnologies

COVID-19 IMPACT

- COVID-19 will reduce our ability to fund cancer research by 50% in 2020, our lowest investment this century. At risk are more and better treatments and discoveries that will improve and save lives. Don’t give cancer the advantage.

- Ongoing support for cancer patients and caregivers is at risk. 79% of cancer patients in active treatment report delays in care due to the pandemic. Without us, they face cancer with less comprehensive support. Cancer won’t stop, so neither will we.

- Cancer is gaining ground and threatening more lives. Accurate information is vital in times of crisis. Our 24/7 virtual support and live-response helpline are keeping cancer patients connected and prepared to fight. Cancer won’t stop, so neither will we.

- COVID-19 is undermining a lifesaving fight. The pandemic is disrupting support systems cancer patients and their caregivers need like rides to treatment, lodging, and access to care. Give hope the advantage.
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 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 606,000 Americans will lose their battle - that’s over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

RESEARCH AND PREVENTION in INDIANA

This year the American Cancer Society is funding 13 research grants in Indiana totaling more than $7.7 million. (IU Bloomington, IU Indianapolis, Purdue and Notre Dame).

According to a recent study by American Cancer Society researchers, at least 42% of newly diagnosed cancers in the US – about 750,000 cases in 2020 – are potentially avoidable, including the 19% of all cancers that are caused by smoking and the 18% caused by a combination of excess body weight, alcohol consumption, poor nutrition, and physical inactivity.

*It is estimated that there will be 37,940 new cancer cases in Indiana this year.

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.

- **$4.9 Billion**
  - Amount we've invested in cancer research since 1946

- **8.5 Million**
  - Number of free rides to treatment we've provided for cancer patients

- **915 Thousand**
  - Number of screenings we've contributed to in underserved communities since 2011

- **2.9 Million**
  - Number of cancer deaths averted since 1991
DISCOVERY BALL 2020 LEADERSHIP

Council of Ambassadors
Executive Chair
Matt Koscal, SVP & CAO
Republic Airways

Lisa Breall, Retired, Philanthropist
Qiaegen N.V.

Carol Curran, President & CEO
Phoenix Data Corporation

Betsy Garfield, VP Real Estate Acquisitions
Henke Development Group/Chatham Hills

Justin Hage, Associate Counsel
Vectren, A CenterPoint Energy Company

Joseph Kelley, First Vice President, Wealth Management
Morgan Stanley Wealth Management

Alison Melton, Vice President of Retail
ALO Property Group

Todd Pedersen, Vice President Corporate Affairs
Genesys

Erin Pentz, CCO, Principal and Wealth Advisor
SBC Wealth Management

Jennifer Ping, Executive Director Governmental Affairs
Krieg DeVault LLP

Tom Prather, Business Development Manager
DEEM

Chad Pulley, Associate General Counsel
Republic Airways

Timothy Rushenberg, Consultant
Samuel Solutions Group

Victor Smith, Partner
Bose McKinney & Evans LLP

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

Damion Tolliver, Owner
T Traders

Heather Willey, Partner
Barnes & Thornburg LLP

IACS Women’s Guild Discovery Ball Committee
Event Chair
Monica Wight, Business Development
Sexton Biotechnologies

Lauren Bauer, Marketing Director
Moyer Fine Jewelers

Mary Creazzo, Dir. Marketing & Client Events
SBC Wealth Management

Elizabeth Elliott, Gemologist
Moyer Fine Jewelers

Wendy Faust, Exec. Dir. of Development
Marian University Indianapolis

Christy Jennings, Senior Oncology Specialist
Amgen

Kelly O’Brian, Pilates Manager
Invoke Studio & Wellness Center

Aryn Richey, Media & Engagement Specialist
Republic Airways

Ilene Smith, Principal
Marketsmith

American Cancer Society |
PARTNERING FOR GOOD

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 2020 Virtual Participation Benefits**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting Sponsor</th>
<th>Legacy or VIP Reception Sponsor</th>
<th>Healthcare Hero Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
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<td><strong>VIP Party Package</strong></td>
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<td>Twenty (20) Attendees</td>
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<td><strong>Presenting Sponsor Award Presented in Honor of Support</strong></td>
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*American Cancer Society*
RECENT DISCOVERY BALL SUPPORTERS

Allegion
American Structurepoint, Inc.
Anthem
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
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
Indiana Limestone/Polycor
IU Health
IU Simon Cancer Center
Indianapolis Monthly
Ivy Tech Foundation
KAR Global
Keystone Realty Group
Kroger
KSM Consulting
Lewis Wagner, LLC
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
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
WHY THE ACS?
Invest in the fight against cancer

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 and we couldn’t do what we do without the support of our partners.

Learn more about these lifesaving programs and how you can invest in our mission to save lives, celebrate lives and lead the fight to a world without cancer.

WE INVEST IN GROUNDBREAKING CANCER RESEARCH TO BETTER UNDERSTAND, PREVENT, FIND, AND TREAT THE DISEASE.
The American Cancer Society has some of the world’s best and brightest researchers relentlessly pursuing the answers that help us understand how to prevent, detect, and treat all cancer types. Combined with our effective community-based initiatives, we are able to put those answers into life-saving action.

Research Quick Facts:
- Invested more than $4.8 billion since 1945
- Currently funding 746 grants totaling more than $410 million nationally, including 13 grants in Indiana totaling more than $7.7 million:
  - Indiana University, Indianapolis - $4.2M
  - University of Notre Dame - $1.8M
  - Purdue University - $792K
  - Indiana University, Bloomington - $788K
- 47 ACS-funded researchers have gone on to win the Nobel Prize

WE PROVIDE FREE COMPREHENSIVE INFORMATION AND SUPPORT TO CANCER PATIENTS, SURVIVORS, AND CAREGIVERS, WHEN AND WHERE THEY NEED IT.
Our cancer information specialists are available around the clock to provide answers at 1-800-227-2345 and at cancer.org. In communities nationwide we are providing free transportation to treatment, lodging, wigs, one-on-one guidance, and emotional support.

Cancer Support Quick Facts:
- In 2017, over 1.34 million individuals called the American Cancer Society National Cancer Information Center for answers and support. Additionally, over 106 million visited cancer.org.
- ACS helped more than 20,000 patients nationwide with 340,000+ one-way trips to treatment.
  - In Indiana, over 3,536 one-way rides were provided to nearly 206 patients
- More than 500,000 nights of free or reduced cost lodging was provided for patients who traveled away from home for treatment.
  - More than 2,322 nights of free lodging were provided to 152 patients who reside in Indiana

WE HELP PEOPLE TAKE STEPS TO REDUCE THEIR RISK OF CANCER OR FIND IT EARLY, WHEN IT IS MOST TREATABLE.
We know that genetics, body weight, lack of exercise can increase cancer risk by 34 percent, and we help raise awareness in communities across the country by establishing screening and preventive guidelines
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 | 1.800.227.2345

For more information contact:
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317.344.7846