



MINNE  
SOTA  
*made*  
EXTRA  
GANZA

A GALA BENEFITING THE AMERICAN CANCER SOCIETY

NOVEMBER 18, 2021 | QUINCY HALL

SPONSORSHIP OPPORTUNITIES



Attacking from every angle.™





The American Cancer Society invites you to join us for the 4th annual **Minnesota Made Extravaganza**, hosted by our CEOs Against Cancer of Minnesota Chapter and the 2021 Minnesota Made Executive Board. These business and community leaders are dedicated to saving lives by uniting to change the course of cancer and leveraging the collective knowledge, power, and resources of the American Cancer Society.

This year's Minnesota Made Extravaganza will be held on **Thursday, November 18, 2021** at Quincy Hall, a new, grand venue in the heart of Northeast Minneapolis. This elegant evening will **draw more than 400 prominent individuals** from the Minneapolis business and philanthropic community. Guests will experience live and silent auctions, honorary tributes and so much more. They will also have the opportunity to give directly to our two Hope Lodge locations in Minnesota - Minneapolis and Rochester -- where cancer patients and their caregivers stay at no cost while undergoing lifesaving treatment.

Please find enclosed detailed information on the various sponsorship and support opportunities. On behalf of our 2021 Executive Board Chair Michael O'Leary and our CEOs Against Cancer of Minnesota Chapter, we thank you for your consideration in supporting this important and life-saving gala.

#### **2021 Executive Board**

**Chair:** Michael O'Leary, Ernst & Young

Adam May | Renewal by Andersen  
Bruce Zeilinger | NXC Imaging  
Jaclyn May | Cushman Wakefield  
Kari Amundson | Fairview Pharmacy  
Kelly Guest | Total Expert  
Jeanne Junker | Renewal by Andersen  
Jim Kowitz | Ernst & Young  
Jolene Jacobsen | Sleep Number  
Julie Benton | Polaris, Inc.  
Missy Smutny | Renewal by Andersen  
Monique Romané | Sleep Number  
Sherri Du Mond | Allianz  
Sue Thompson | iheartmedia  
Terry & Lynda Sandvold | Sandvold Financial Group

#### **CEOs Against Cancer Members**

**Chair:** Shelly Ibach, Sleep Number Corp

Aaron Johnson | Twin Cities Orthopedics  
Andrea Walsh | HealthPartners  
Andrew Miller | Minnesota Vikings  
Brett Edelson | UnitedHealthcare  
Brian Sauer | Sanvella Health  
Bruce Zeilinger | NXC Imaging  
Chad Severson | Ergotron  
Craig Beason | Renodis  
J.D. Harris | Ascent Solutions  
James Hereford | MHealth Fairview  
Jay Miller | Nortech Systems  
Jennifer Bratton | Boston Consulting Group  
Jude Bricker | Sun Country Airlines  
Kevin Krolczyk | Mint Roofing  
Mark Urdahl | Red Wing Shoe Company  
Michael Lacey | DigiNeer  
Michael O'Leary | Ernst & Young  
Nate Haines | Russell Reynolds Associates  
Paul Delahunt | Renewal by Andersen  
Scott Rollin | Management Compensation Resources  
Sharon Bloodworth | White Oaks Wealth Advisors  
Terry Sandvold | Sandvold Financial Group  
Tom Lindquist | Allina Health | Aetna



# SPONSORSHIP OPPORTUNITIES

**Cancer hasn't stopped. So neither will we.**

1 in 3 people will get cancer in their lifetime and approximately 1.9 million new cancer cases are expected to be diagnosed in the U.S. this year. More than 600,000 of these Americans will lose their battle — that's over 1,600 people a day.

It's a global priority to try to stop the spread of COVID-19. Yet, cancer patients still need you. They still need us. Because cancer research can't stop. Our 24/7 helpline can't stop. Where we can, we're continuing our services to get patients the care and support they need.

Minnesota is proud to be the home of two Hope Lodge locations: The Richard M. Schulze Family Hope Lodge in Minneapolis and the Sandra J. Schulze Hope Lodge in Rochester. In 2019, the two Lodges served over **2,500 patients** and provided over **30,000 free nights** of lodging, saving cancer patients and their families over **5 million dollars** in lodging costs. Due to the impact COVID has had, we are predicting a **\$450,000 shortfall** to cover operating expenses for both Hope Lodge locations in Minnesota from 2020.

Proceeds raised through our Minnesota Made Extravaganza ensure that our Hope Lodge continues giving hope a home. You can help guarantee another year of the Minneapolis and Rochester Hope Lodges by donating below.

With your support, you can help us achieve a world free from the pain and suffering of cancer.

\*The COVID-19 pandemic has impacted how the American Cancer Society conducts our work. In the event that ACS is unable to deliver any of the benefits below due to alterations for public safety, we will personally notify you to discuss alternatives.

## PREMIER SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor | \$50,000

#### Premier Sponsorship Amenities

- 30 reserved seats including premium table placement
- Opportunity for company representative to speak live during the event
- Exclusive naming right to the event; event will be referred to as "Minnesota Made Extravaganza, Presented by [company name]"
- Verbal recognition as the exclusive presenting sponsor throughout the event
- Recognition as the Presenting Sponsor in all event media and promotional materials, including:
  - o Digital Save-the-Date, Invitation & Program
  - o Website
  - o Email campaign
  - o Social media
  - o Mobile bidding site
- Two-page color tribute ad featured in event program
- Welcome video from a company representative to be displayed on Minnesota Made website and during night of event program (To be created by your company)
- Receive the Minnesota Made Extravaganza care package to enjoy the week of the event

### Distinguished Partner Sponsor | \$25,000

#### Premier Sponsorship Amenities

- 20 reserved seats including premium table placement
- Opportunity for company representative to speak live during the event
- Logo Inclusion:
  - o Digital Save-the-Date, Invitation & Program
  - o Website
  - o Social media
  - o Mobile bidding site
- Two-page color tribute ad featured in gala program
- On-stage verbal recognition during the event
- Receive the Minnesota Made Extravaganza care package to enjoy the week of the event

Event sponsorship and underwriting contributions are subject to the Terms and Conditions available at <https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html> and incorporated herein by this reference.



## North Star Sponsor | \$15,000

### Premier Sponsorship Amenities

- 20 reserved seats including premium table placement
- Logo Inclusion:
  - Digital Save-the-Date, Invitation & Program
  - Website
  - Social media
  - Mobile bidding site
- Full page color tribute ad featured in gala program
- On-stage verbal recognition night of gala
- Receive the Minnesota Made Extravaganza care package to enjoy the week of the event



## Grey Duck Sponsor | \$10,000

### Premier Sponsorship Amenities

- 10 reserved seats including premium table placement
- Logo Inclusion:
  - Digital Save-the-Date, Invitation & Program
  - Website
  - Social media
  - Mobile bidding site
- Full page color tribute ad featured in gala program
- On-stage verbal recognition night of gala
- Receive the Minnesota Made Extravaganza care package to enjoy the week of the event



## Miracle Sponsor | \$7,500

### Premier Sponsorship Amenities

- 10 reserved seats
- Name Inclusion:
  - Digital Save-the-Date, Invitation & Program
  - Website
  - Social media
  - Mobile bidding site
- Half page color tribute ad featured in gala program
- On-stage verbal recognition night of gala



## Snowta Sponsor | \$5,000

### Premier Sponsorship Amenities

- 10 reserved seats
- Name Inclusion:
  - Digital Save-the-Date, Invitation & Program
  - Website
  - Social media
  - Mobile bidding site
- Quarter page color tribute ad featured in gala program



*Sponsorship opportunities have been created to offer maximum exposure and benefits for your organization, but we will happily customize a package to meet your goals.*



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## Mobile Bidding Sponsor | \$10,000

### Exclusive Sponsorship Amenities

Exclusive recognition as the mobile bidding sponsor with name/logo on every mobile device used for the auction throughout the event. Includes 10 reserved seats.

## Bar & Beverage Sponsor | \$5,000

### Exclusive Sponsorship Amenities

With this sponsorship you will help select the perfect drink to get the party started and have your name/logo featured at every bar. Name/logo recognized on event website & in event program. Includes 10 reserved seats.

## Social Hour Sponsor | \$5,000

### Exclusive Sponsorship Amenities

With this highly visible option, you will have your name/logo featured in the room as guests arrive to enjoy a social hour with drinks and appetizers before the program begins. Includes 10 reserved seats.

# UNDERWRITING OPPORTUNITIES

\*THESE SPECIFIC OPPORTUNITIES DO NOT INCLUDE SEATS AT THE EVENT AND ARE 100% TAX DEDUCTIBLE.

## Centerpiece Sponsor | \$2,500

### Underwriting Sponsorship Amenities

With this highly-visible option, you will have your name/logo featured on every table centerpiece at the event! Name/logo recognized on event website and in event program.

## Photography Sponsor | \$1,500

### Underwriting Sponsorship Amenities

Your name/logo will be included on post-event Facebook albums! Name/logo recognized on event website and in event program.

## Videography Sponsor | \$1,500

### Underwriting Sponsorship Amenities

Your name/logo will be included in post-event video! Name/logo recognized on event website and in event program.

## Dessert Sponsor | \$2,500

### Underwriting Sponsorship Amenities

With this highly-visible option, your name/logo will be featured on the dessert table and you will help us select the perfect sweet treat! Name/logo recognized on event website and in event program.

## Photo Booth Sponsor | \$1,500

### Underwriting Sponsorship Amenities

Your name/logo will be included where all the fun happens - the photo booth station! Name/logo also recognized on event website and in event program.

## CONTACT US

**Casie Kamph**, Corporate Accounts Program Manager

**e:** [casie.kamph@cancer.org](mailto:casie.kamph@cancer.org)

**w:** <https://www.acsmnmade.org/>







# Sponsorship Agreement Form

Corporate sponsorship of the American Cancer Society's Minnesota Made Extravaganza Gala presents a unique opportunity to reach a wide cross-section of people who are active in the community, while contributing to the fight against cancer. Through corporate sponsorship, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and inspire generosity until a cure is found.

## Sponsorship & Underwriting Opportunities

Please select your sponsorship commitment(s):

### PREMIER SPONSORSHIP OPPORTUNITIES

- |  |          |
|--|----------|
| <input type="checkbox"/> Presenting Sponsor            | \$50,000 |
| <input type="checkbox"/> Distinguished Partner Sponsor | \$25,000 |
| <input type="checkbox"/> North Star Sponsor            | \$15,000 |
| <input type="checkbox"/> Grey Duck Sponsor             | \$10,000 |
| <input type="checkbox"/> Miracle Sponsor               | \$7,500  |
| <input type="checkbox"/> Snowta Sponsor                | \$5,000  |

### EXCLUSIVE SPONSORSHIP & UNDERWRITING OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Mobile Bidding Sponsor | \$10,000 |
| <input type="checkbox"/> Social Hour Sponsor    | \$5,000  |
| <input type="checkbox"/> Bar & Beverage Sponsor | \$5,000  |
| <input type="checkbox"/> Centerpiece Sponsor    | \$2,500  |
| <input type="checkbox"/> Dessert Sponsor        | \$2,500  |
| <input type="checkbox"/> Photography Sponsor    | \$1,500  |
| <input type="checkbox"/> Photo Booth Sponsor    | \$1,500  |
| <input type="checkbox"/> Videographer Sponsor   | \$1,500  |

## Contact & Payment Information

We will fulfill this commitment by:

- ☐ Check (payable to the American Cancer Society)
- ☐ Credit Card
- ☐ Invoice

### Support our Minneapolis and Rochester Hope Lodges

We would like to make a general mission gift in support of both Hope Lodges in Minnesota. This gift is 100% tax deductible.

Gift Amount: \$ \_\_\_\_\_

Company / Individual Name: \_\_\_\_\_

*\*This listing will appear in printed materials*

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Logo / Artwork Contact: \_\_\_\_\_ Email: \_\_\_\_\_

## Submit Form

Please scan, email, or mail this form to:

Casie Kamph | American Cancer Society

casie.kamph@cancer.org | 950 Blue Gentian Road Suite 100 | Eagan, MN 55121

Event sponsorship and underwriting contributions are subject to the Terms and Conditions available at <https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html> and incorporated herein by this reference.

