



COACHES VS. CANCER
TEXAS TIP-OFF

September 29, 2016

House of Blues – Dallas
2200 N Lamar St, Dallas, TX 75202
cvctexastipoff.org

Sponsorship Opportunities



What/Where/When

The American Cancer Society's Inaugural Coaches vs. Cancer Texas Tip-off will be held on Thursday, September 29, 2016 at The House of Blues in Dallas. Texas sports personalities and Division I Men's Basketball Coaches from around the state come together to join the fight against cancer at a cocktail reception pep-rally to tip-off the basketball season. The Texas Tip-off boosts enthusiasm for the upcoming season, shares team predictions, recognizes and cultivates relationships with the team's supporters. Guests will enjoy cocktails, heavy hors d'oeuvres, a unique experience to meet the coaches, and an evening of basketball banter; all while raising funds to support the American Cancer Society's life-saving mission.

Coaches vs. Cancer

The Coaches vs. Cancer program is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than \$100 million for the American Cancer Society.

Who is Attending

Approximately 500 guests are expected to attend including corporate sponsors, business and philanthropic leaders from around the state of Texas.

List of committed Texas Head Basketball Coaches:

- o Scott Drew – Baylor University
- o Kelvin Sampson – University of Houston
- o Tony Benford – University of North Texas
- o Tim Jankovich – Southern Methodist University
- o Jamie Dixon – Texas Christian University
- o Shaka Smart – University of Texas
- o Billy Kennedy – Texas A&M University
- o Chris Beard – Texas Tech University

Sponsorship Opportunities

Presenting Sponsor - \$40,000

National Championship Sponsor - \$25,000

Final Four Sponsor - \$15,000

Elite Eight Sponsor - \$10,000 (8 available)

Sweet Sixteen Sponsor - \$7,500 (4 available)

Bracket Buster Sponsor - \$5,000

March Madness Sponsor - \$2,500

Public Recognition

The American Cancer Society's brand awareness is 97% nationwide. No other health organization has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationship with our communities. Your participation in the Coaches vs. Cancer Texas Tip-off includes public recognition through our media partners.

Why Support

According to the American Cancer Society, approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. Approximately 600,000 Americans will lose their battle; that's over 1,600 people a day. You can help rid the world of the pain and suffering of cancer by celebrating with us at the 2016 Coaches vs. Cancer Texas Tip-off.



\$40,000 - PRESENTING EVENT SPONSOR

Sponsor Benefits

- Opportunity to have a company representative speak at the 2016 Coaches vs. Cancer Texas Tip-off Event
- Premier branding including your corporate logo and the Coaches vs. Cancer logo displayed at the entrance marquee, on the stage and video monitors throughout the space; emcee acknowledgment as the Presenting Sponsor throughout the event
- Basketball signed by coaches
- Two tables (16 seats) with premier floor seating
- Invitations for 16 to the Texas Tip-off VIP pre-event for meet and greet with the coaches prior to the event
- Full-page acknowledgment in the event program (inside front cover)
- Company logo and listing as the Presenting Sponsor on the event website, all media releases and collateral material, and public service announcements for the event
- Complimentary valet parking with direct access to the VIP pre-event
- Access to express registration

\$25,000 - NATIONAL CHAMPIONSHIP or MBAR/LOUNGE SPONSOR

Sponsor Benefits

- Premier branding including your corporate logo and the Coaches vs. Cancer logo displayed at the front entrance wall frame and video monitors throughout the space and on the stage at the reception
- Emcee acknowledgment as the National Championship Sponsor throughout the event
- Recognition as the National Championship Sponsor on all Coaches vs. Cancer Texas Tip-off Event collateral, press releases, and public service announcements (where applicable)
- Basketball signed by coaches
- Two tables (16 seats) with preferred floor seating
- Invitations for 16 to the Texas Tip-off VIP pre-event for meet and greet with the coaches prior to the event
- Full-page acknowledgment in the event program
- Company logo and listing as the National Championship Sponsor on the event website and displayed on media screen at the event
- Complimentary valet parking with direct access to the VIP pre-event

\$15,000 - FINAL FOUR or VIP EVENT SPONSOR

Sponsor Benefits

- Recognition as a Final Four Sponsor on all Coaches vs. Cancer Texas Tip-off collateral, press releases, and public service announcements (where applicable)
- Basketball signed by coaches
- Signage recognizing company for sponsorship
- One table (8 seats) with reserved floor seating and invitations for 8 to the Tip-off VIP pre-event
- Half-page acknowledgement in the event program
- Company logo and listing as a Final Four Sponsor on the event website and displayed on media screens
- Complimentary valet parking with direct access to the VIP pre-event



\$10,000 - ELITE EIGHT or LANYARD SPONSOR (8 AVAILABLE)

Sponsor Benefits

- Signage recognizing company for sponsorship
- Logo on VIP Lanyard featuring the participating school of your choice (choice of school on first-come basis)
- One table (8 seats) with reserved floor seating and invitations for eight (8) to the Texas Tip-off VIP pre-event
- Company logo and listing as an Elite Eight Sponsor on the event website and displayed on media screen
- Basketball signed by coaches
- Half-page acknowledgement in the event program and recognition in media releases
- Complimentary valet parking with direct access to the VIP pre-event

\$7,500 - SWEET SIXTEEN SPONSOR (4 AVAILABLE) (LOCATION FIRST COME BASIS)

Sponsor Benefits

- Signage recognizing company for sponsorship
- VIP seating in one of the two (2) balcony private boxes (8 seats) with personal service or private seating and personal service for ten (10) in one of the two (2) balcony side overhangs
- Basketball signed by coaches
- Invitations for four (4) to the Texas Tip-off VIP pre-event
- Half-page acknowledgement in the event program and recognition in media releases
- Company logo and listing as a Sweet Sixteen Sponsor on the event website and displayed on media screen
- Complimentary valet parking for all guests

\$5,000 - BRACKET BUSTER SPONSOR

Sponsor Benefits

- Two four-top tables (8 seats) with reserved seating and invitations for four (4) to the VIP pre-event
- Signage recognizing company for sponsorship
- Half-page acknowledgement in the event program and recognition in media releases
- Company logo and listing as a Sweet Sixteen Sponsor on the event website and displayed on media screen
- Your choice of one of the following sponsorship opportunities - including appropriate branding - available on first-come, first-served basis: Dessert, Media, Registration, Dinner Program, Cocktail Reception, Silent Auction, or Locker Rooms (restrooms)
- Complimentary valet parking for all guests

\$2,500 - MARCH MADNESS SPONSOR

Sponsor Benefits

- Two four-top tables (8 seats) with reserved seating
- Quarter-page acknowledgement in event program
- Company logo and listing as a March Madness Sponsor on the event website

\$300 VIP TICKET (ONLY 36 AVAILABLE) - 1 VIP reception pass granting access to the Texas Tip-off VIP pre-event for meet and greet with the coaches AND Assigned luxury captain's chair seating in the front row balcony

\$150 INDIVIDUAL TICKET - General Admission seating in balcony

2016 SPONSORSHIP FORM

*Donor's Name/Company_____

*Contact Person_____

*Mailing Address_____

*City_____ * State_____ * Zip_____

*Phone_____

*Email Address_____

Please select level and sub-category from the following choices:

- | | |
|--|---|
| <input type="radio"/> \$40,000 – Presenting Sponsor | <input type="radio"/> \$7,500 – Sweet Sixteen Sponsor (4 available) |
| <input type="radio"/> \$25,000 – National Championship Sponsor | <input type="radio"/> \$5,000 – Bracket Buster Sponsor |
| <input type="radio"/> \$15,000 – Final Four Sponsor | <input type="radio"/> \$2,500 – March Madness Sponsor |
| <input type="radio"/> \$10,000 – Elite Eight Sponsor (8 available) | <input type="radio"/> \$300 – VIP Ticket, quantity _____ |
| _____ (list school for lanyard) | <input type="radio"/> \$150 – Individual Ticket, quantity _____ |

Billing & Payment information:

- Full payment Enclosed (Make checks payable to American Cancer Society)
- Please invoice me
- Partial Payment of \$_____ enclosed, please invoice me for the balance
- Paid online at cvctexastipoff.org
- Please contact me for a credit card payment

Signature of Donor

Title

Date

THANK YOU FOR YOUR SUPPORT!

Please sign and retain a copy for your files, return original to:

American Cancer Society
Attn: Coaches vs. Cancer – Texas Tip-off
8900 John Carpenter Freeway
Dallas, TX 75247
Email: brandy.ammons@cancer.org



THANK YOU



We **save lives** by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

