



## The Facts

The American Cancer Society will host the 1<sup>st</sup> Annual Coaches vs. Cancer Young Professionals Event in conjunction with Coach Ryan's 'Shooting Down Cancer' Event on Thursday October 17th. This one-of-a-kind event held at the Kohl Center will allow attendees and sponsors to overlook the action as students try their luck on the court in the name of finishing the fight against cancer.

## Why Attend?

The Coaches vs. Cancer Young Professionals Event in conjunction with Coach Ryan's 'Shooting Down Cancer' is a unique opportunity for attendees to get to know UW Basketball on a new level, get involved in the community and make an impact! Attendees will have the opportunity to enjoy ballgame foods and specialty wine while watching Coach Ryan and the team get up close and personal with the student body. By sponsoring this event you and your guests will get a great vantage point to the fun and help the American Cancer Society find a cure in Wisconsin.

## Why Support?

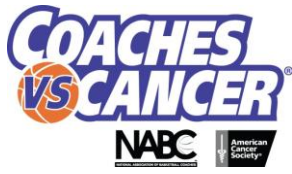
Sponsorship provides a unique opportunity to reach professionals who are active in and around the Madison community while contributing to the fight against cancer. It is estimated that this year nearly 32,000 people in Wisconsin will be diagnosed with cancer – that's more than 86 people every day. At the University of Wisconsin, the American Cancer Society has funded over \$44 million in research since 1947. Current Society grants at the University of Wisconsin total more than \$7.5 million. Through sponsorship you will lead the way in helping those in the community diminish suffering from cancer and raise awareness of cancer prevention until a cure is found.

## Background

In 2012, over 1,500 students, athletes and staff attended Coach Ryan's Charity Stripe Challenge to support Coaches vs. Cancer Wisconsin. Coach Ryan donated \$1 for every student that participated, \$10 for every successful free-throw and \$1,000 for every successful half-court shot. By the end of the night 36 students made half-court shots and countless others made free throws resulting in a \$41, 433 personal donation from Bo and Kelly Ryan. Coverage from last year's event can be found [here](#). Coach Ryan is hosting the event again in 2013, naming it 'Shooting Down Cancer' and he wants you on his team!

### Sponsorships:

Buzzer Beater Sponsor	\$10,000
Swish Shot Sponsor	\$5,000
Full-Court Sponsor	\$2,500
Half-Court Sponsor	\$1,000
Baseline Sponsor	\$500

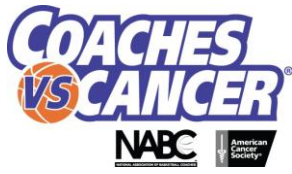


## Buzzer Beater Sponsor— \$10,000

Buzzer Beater Sponsorship gives you the unique opportunity to match a portion of Coach Ryan's personal donation to Coaches vs. Cancer. Your matching sponsorship will help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Benefits

- 10 Tickets to attend the event.
- 2 Invitations to private thank you party at Coach Bo & Kelly Ryan's home in May 2014.
- Basketball signed by Coach Ryan
- Opportunity to provide giveaway item to event attendees.
- Business/Individual name or logo included in announcements at the event as available.
- Business/Individual name or logo recognized on all event materials and correspondence including electronic invitation, and Coaches vs. Cancer materials through the May 2014 gala.
- Business/Individual name or logo displayed at the event and at Coaches vs. Cancer Gala in May 2014
- Business/Individual name included on Facebook and Twitter event promotions. Twitter and Facebook communications are anticipated to reach over 40,000 basketball fans.
- Business/Individual name or logo included on Coaches vs. Cancer Wisconsin website.
- Business/Individual name will appear in all press releases.
- Knowledge that you have made a difference in the lives of those affected by cancer.

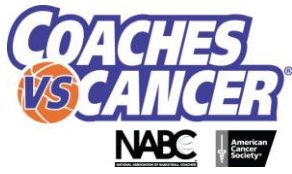


## Swish Shot Sponsor— \$5,000

Swish Shot Sponsorship gives you the unique opportunity to match a portion of Coach Ryan's personal donation to Coaches vs. Cancer. Your matching sponsorship will help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Benefits

- 8 Tickets to attend the event.
- Basketball signed by Coach Ryan.
- Business/Individual name or logo recognized on all event materials and correspondence including electronic invitation as a Swish Shot Sponsor.
- Business/Individual name included on Facebook and Twitter event promotions. Twitter and Facebook communications are anticipated to reach over 40,000 basketball fans.
- Business/Individual name or logo included on Coaches vs. Cancer Wisconsin website.
- Business/Individual name or logo displayed at the event and at the Coaches vs. Cancer Gala in Spring 2014.
- Business/Individual name or logo included in announcements at the event as available.
- Business/Individual name will appear in all press releases.
- Knowledge that you have made a difference in the lives of those affected by cancer.

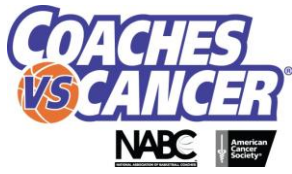


## Full-Court Sponsor— \$2,500

A Full-Court Sponsorship gives you the unique opportunity to match a portion of Coach Ryan's personal donation to Coaches vs. Cancer. Your matching sponsorship will help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Benefits

- 6 Tickets to attend the event.
- Basketball signed by Coach Ryan
- Business/Individual name or logo on all event materials and correspondence including electronic invitation as a Full-Court Sponsor.
- Business/Individual name included on Facebook and Twitter event promotions. Twitter and Facebook communications are anticipated to reach over 40,000 basketball fans.
- Business/Individual name or logo included on Coaches vs. Cancer Wisconsin website.
- Business/Individual name or logo displayed at the event.
- Business/Individual name or logo included in announcements at the event as available.
- Business/Individual name will appear in all press releases.
- Knowledge that you have made a difference in the lives of those affected by cancer.



## Half-Court Sponsor—\$1,000

A Half-Court Sponsorship gives you the unique opportunity to match a portion of Coach Ryan's personal donation to Coaches vs. Cancer. Your matching sponsorship will help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Benefits

- 4 Tickets to attend the event.
- Business/Individual name or logo recognized as Half-Court Sponsor on event materials.
- Business/Individual name or logo included on Coaches vs. Cancer Wisconsin website.
- Business/Individual name or logo displayed at the event.
- Knowledge that you have made a difference in the lives of those affected by cancer.

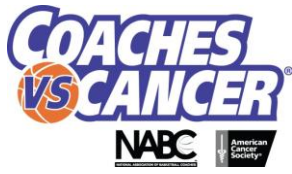


## Baseline Sponsor—\$500

A Baseline Sponsorship gives you the unique opportunity to match a portion of Coach Ryan's personal donation to Coaches vs. Cancer. Your matching sponsorship will help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease.

### Benefits

- 2 Tickets to attend the event.
- Business/Individual name or logo recognized as Baseline Sponsor on event materials.
- Business/Individual name or logo included on Coaches vs. Cancer Wisconsin website.
- Knowledge that you have made a difference in the lives of those affected by cancer.



## Sponsorship Commitment Form

AS IT WILL APPEAR IN PRINT

Individual / Corporation name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Assistant's name: \_\_\_\_\_

Assistant's phone: \_\_\_\_\_ Assistant's E-mail: \_\_\_\_\_

### Sponsorship:

_____ Buzzer Beater Sponsor:	\$10,000
_____ Swish Shot Sponsor:	\$5,000
_____ Full-Court Sponsor:	\$2,500
_____ Half-Court Sponsor:	\$1,000
_____ Baseline Sponsor:	\$500

*All sponsorships receive amenities. Benefit descriptions available upon request.*

\_\_\_\_\_ Enclosed is our check made payable to the American Cancer Society

\_\_\_\_\_ Please send me an invoice

\_\_\_\_\_ I would like to pay by credit card. Please call me using the contact information above to schedule payment

(continued)



## 2013 Coaches vs. Cancer Young Professionals Event Sponsorship Agreement Form

Corporate sponsorship of the Coaches vs. Cancer Young Professionals Event presents a unique opportunity to reach a wide geographic cross-section of people who are active in the community while contributing to the fight against cancer. Completely curing cancer is a goal that everyone wishes would be reached soon. Through sponsorship you will help the American Cancer Society to execute its mission of helping people get well, stay well, find cures and fight back.

Both you and the American Cancer Society in Madison will derive great benefit from participating in this event. Therefore, you request that your sponsorship is restricted to American Cancer Society prevention, early detection, and patient support programs that meet approved program guidelines.

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Company Name

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Contact person (print)

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Contact person (signature)

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Date

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American Cancer Society Staff (signature)

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Date

Please check one if the sponsorship level secured includes media exposure:

☐ Authorize that information regarding our sponsorship of Coaches vs. Cancer Wisconsin may be released to any and all media sources.

☐ Please keep all information regarding our sponsorship of Coaches vs. Cancer Wisconsin confidential.

☐ Authorize that our monetary contribution not be released to the media, but other aspects of the sponsorship may be released.

*Please mail, fax or e-mail this form to the American Cancer Society office using the contact information listed below.*

**Thank you for your support of the American Cancer Society!**





## Underwriting Commitment Form

Individual / Corporation name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Underwriting Opportunities:

\_\_\_\_\_ \$5,000 Beverage  
\_\_\_\_\_ \$2,500 Food  
\_\_\_\_\_ \$1,000 Printing  
\_\_\_\_\_ SOLD Photography

*Underwriting commitments include no taxable benefits for the Coaches vs. Cancer Young Professionals Event. Underwriting commitments can be made payable to the American Cancer Society or paid directly to the vendor. All underwriters will be recognized at the event and will have their Business/Individual name or logo displayed.*

*Please mail, fax or e-mail this form to the American Cancer Society office using the contact information listed below.*

**Thank you for your support of the American Cancer Society!**