



Dear Friends,

On behalf of the American Cancer Society, we are pleased to introduce this new decade with our **34<sup>th</sup> Annual Night of Wine and Roses**. As you can tell, we are celebrating **the Roaring 20's**, on **Friday, May 1, 2020** at The Palace at Somerset Park.

The Night of Wine and Roses Gala is a powerful and inspiring event which unites New Jersey in our fight against cancer. Last year's 600 exuberant guests raised \$515,000 for the Society's patient programs and services! Our Night of Wine and Roses honors people who have a devotion to helping cancer patients and their families. We are privileged to celebrate three exceptional individuals:

- ★ **Jack Aaronson**, Community Shining Star Honoree  
Jack is the owner of All Jersey Janitorial Services and 33 East Car Wash. He is Vice Chairman of the Board at First Commerce Bank and secretary/treasurer of the Board of Trustees of CentraState.
- ★ **Dr. Gopal Rao Desai**, Medical Honoree  
Gopal is the Director of Radiation Oncology @ St Peters University Medical center, a position he has held for 15 years. He is the immediate past President of the Medical Executive Committee at St Peters.
- ★ **Amy B. Mansue**, the Judith A. Hoffman Humanitarian Honoree  
Amy Mansue is Executive VP, Chief Experience Officer and Chief Strategy Officer for the RWJBarnabas Health System. She was the first President and Chief Executive Officer of Children Specialized Hospital.

Our discoveries have reduced mortality rates from cancers by 29% since 1991, and 2.2% in the last year! That's more than 2.4 million lives saved. We are at the precipice of ending the suffering which has been inflicted on untold numbers of people and families. Like a marathon, reaching the finishing line can be the most exhausting. We need the Society to be strong in affirming their role. While the Society supports great research, we faithfully offer medical and social services - including a live 24/7 helpline as well as free lodging. Your support means that we're able to provide assistance to everyone impacted by cancer..... in every community..... from research to education, prevention to diagnosis, and from diagnosis to recovery.

The Night of Wine and Roses Gala allows us to stand with the American Cancer Society in support of our local patients, caregivers and researchers. In the last six years, the **Wine & Roses Gala** has raised over \$2.5 million in the fight against cancer. **We need you to join us by underwriting a sponsorship, purchasing an advertisement or donating to our premier auction.**

For more information, please contact Jennifer Lefthand, Senior Manager of Community Development, at [Jennifer.Lefthand@cancer.org](mailto:Jennifer.Lefthand@cancer.org). We look forward to celebrating the *Roaring 20s* with you.

With appreciation,

  
**Dr. and Mrs. Michael and Marlene Nissenblatt**  
Event Co-Chairs



AMERICAN CANCER SOCIETY'S  
34<sup>TH</sup> ANNUAL NIGHT OF WINE AND ROSES

CELEBRATING THE  
ROARING 20S



Friday, May 1, 2020 ~ The Palace at Somerset Park





## **SPONSORSHIP OPPORTUNITIES**

### **\$30,000 Exclusive Presenting Sponsor (Exclusive Opportunity)**

- ❖ Company/Donor Name Incorporated into Event Artwork – i.e.  
34<sup>th</sup> Annual Night of Wine and Roses Presented by [Company Name]
- ❖ Presenting Sponsor Recognition on all Promotional Materials, Media Releases and Invitations
- ❖ Presenting Sponsor Recognition on the Website and Social Media Accounts
- ❖ Premier Seating: Three (3) Tables of Twelve
- ❖ Company Recognition at each Guest Table
- ❖ Exclusive Placement as the Centerfold advertisement in the Program Book (2 Full Pages/Color)
- ❖ One (1) Page Company Profile in the Program Book
- ❖ Multimedia Showcase (one minute) & Presentation of Presenting Sponsor Plaque

### **\$25,000 Legacy Sponsor**

- ❖ Legacy Sponsor Recognition on all Promotional Materials, Media Releases and Invitations
- ❖ Legacy Sponsor Recognition on the Website and Social Media Accounts
- ❖ Premier Seating: Three (3) Tables of Ten
- ❖ Company Recognition at each Guest Table
- ❖ Prominent Placement in the Program Book (Full Page/Color)
- ❖ Presentation of Legacy Sponsor Plaque

### **\$20,000 Diamond Sponsor**

- ❖ Premier Seating: Two (2) Tables of Ten
- ❖ Rose Page Ad in the Program Book (Full Page/Color)
- ❖ Company Logo on the Invitation & Company Recognition at Twenty (20) Guest Tables
- ❖ Presentation of Diamond Sponsor Plaque

### **\$15,000 Ruby Sponsor**

- ❖ Premier Seating: Fourteen (14) Tickets to the Gala
- ❖ Rose Page Ad in the Program Book (Full Page/Color)
- ❖ Company Logo on the Invitation & Company Recognition at Fifteen (15) Guest Tables
- ❖ Presentation of Ruby Sponsor Plaque

### **\$12,000 Platinum Sponsor**

- ❖ Premier Seating: Twelve (12) Tickets to the Gala
- ❖ Rose Page Ad in the Program Book (Full Page/Color)
- ❖ Company Logo on the Invitation & Company Recognition at Ten (10) Guest Tables
- ❖ Presentation of Platinum Sponsor Plaque

### **\$8,000 Gold Sponsor**

- ❖ Premier Seating: One (1) Table of Ten
- ❖ Gold Page Ad in the Program Book (Full Page/Color)
- ❖ Company Recognition at Five (5) Guest Tables

### **\$5,000 Silver Sponsor**

- ❖ One (1) Table of Ten
- ❖ Silver Page Ad in the Program Book (Full Page/Color)

### **\$3,500 Bronze Sponsor**

- ❖ Reserved Seating: Eight (8) Tickets to the Gala
- ❖ Quarter Page Ad in the Program Book

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### **SPECIALTY SPONSORSHIP OPPORTUNITIES**

#### **\$10,000 Roaring 20's Performance Sponsor (Exclusive)** *"Creativity Amplified, A Must See"*

- ❖ Reserved Seating: Six (6) Tickets | Rose Page Ad (Color)
- ❖ Signage Displayed on the Stage and with the Performers
- ❖ Verbal Recognition Throughout the Performance | Sponsor Plaque Presentation

#### **\$7,500 Balloon Installation Sponsor**

- ❖ Reserved Seating: Six (6) Tickets | Silver Page Ad (Color)
- ❖ Signage and Logo Near the Double Staircase Balloon Display
- ❖ Verbal Sponsor Recognition During the Program | Option to Distribute

#### **\$5,500 Gala Gift Sponsor**

- ❖ Reserved Seating: Four (4) Tickets | Full Page Ad (B/W)
- ❖ Company logo or messaging will be featured on each Attendee Gift (550+)
- ❖ Signage Displayed in the Ballroom

#### **\$5,000 Photo Booth Sponsor** *"A Forever Memory"*

- ❖ Reserved Seating: Four (4) Tickets | Full Page Ad (B/W)
- ❖ Company logo will be featured on signage and all printed and digital pictures

#### **\$5,000 Centerpiece Sponsor** *"The WOW Moment"*

- ❖ Reserved Seating: Four (4) Tickets | Full Page Ad (B/W)
- ❖ Signage Displayed on each table (50+)

#### **\$4,000 Auction Décor Sponsor** *"Designed by the One and Only, Ilysa Heiberger"*

- ❖ Four (4) Tickets | Half Page Ad (B/W)
- ❖ Company Logo Featured on Themed Signage throughout both Auctions
- ❖ Company Logo Included on Bid Sheets and Live Auction Video Loop

#### **\$3,500 Cocktail Hour Sponsor**

- ❖ Four (4) Tickets to the Gala | Half Page Ad (B/W)
- ❖ Company or Individual to Name the Signature Cocktail
- ❖ Signage Displayed throughout the Cocktail Hour Stations

#### **\$3,000 Valet Parking Sponsor**

- ❖ Four (4) Tickets | Half Page Ad | Signage Displayed at the Valet Parking Area
- ❖ Option to Provide a Company Product to be Placed in Each Car

#### **\$2,000 Bar Sponsor**

- ❖ Two (2) Tickets to the Gala and Signage at each Bar Station

#### **\$1,000 Raffle Sponsor**

- ❖ Signage at each Raffle Table



### **DIRECT MISSION OPPORTUNITIES**

Directly support the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer. While the Society is known for their robust research program, they also support patients and their families who are currently battling cancer. The American Cancer Society provides free rides to treatment, free lodging near hospitals, free wigs, and 365/24/7 support services and information. Your investment in the American Cancer Society means we're able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.

*The opportunities below will directly fund the Society's mission, and your program of choice.  
Event tickets and marketing benefits are not included unless otherwise agreed upon.*

#### **\$15,000 - Rally for Research**

This donation could go towards funding an American Cancer Society research grant based on your area of interest.

- ❖ The Society is currently funding 750 grants to 200 research institutions and universities. The American Cancer Society has invested more than \$4.8 billion in research and has given grant funding support to 47 individuals who went on to win the Nobel Prize.

#### **\$10,000 - Give to a Guest**

This donation could go towards providing 52 nights of free lodging at our NYC Hope Lodge.\*

- ❖ In 2018, the Society provided more than 477,000 nights of free lodging at our Hope Lodge® communities.

#### **\$5,000 - Give to a Guest**

This donation could go towards providing 26 nights of free lodging at our NYC Hope Lodge.\*

- ❖ In 2018, the Society also provided more than 65,000 nights of free or reduced lodging through our Hotel Partners Program.

#### **\$3,500 - Patient Support**

This donation could go towards providing 87 round trips to treatment for local cancer patients through the American Cancer Society's Road to Recovery Program.

- ❖ In 2018, the Society provided over 479,000 rides to treatment and other cancer-related appointments.

#### **\$2,500 - Patient Support**

This donation could go towards providing 62 cancer patients with a free wig.

- ❖ In 2018, the Society helped over 33,000 women manage the appearance-related side effects of treatment and provided more than 6,700 peer support services to breast cancer patients.



### **PROGRAM BOOK OPPORTUNITIES**

**Please complete the below form and the sponsorship pledge form by Friday, April 3<sup>rd</sup> .**

- |                       |   |                       |
|-----------------------|---|-----------------------|
| ❖ Centerfold:         | \$5,000 (Includes two pages and two tickets to the event) |                       |
| ❖ Outside Back Cover: | \$5,000 (Includes two tickets to the event)               |                       |
| ❖ Inside Front Cover: | \$3,500   |                       |
| ❖ Inside Back Cover:  | \$3,000   |                       |
| ❖ Rose Page:          | \$2,000   | ❖ Half Page: \$300    |
| ❖ Gold Page:          | \$1,000   | ❖ Quarter Page: \$150 |
| ❖ Silver Page:        | \$750   | ❖ Name Listed: \$100  |
| ❖ Full Page:          | \$500   | ❖ In Memory Of: \$50  |

### **Page Sizes**

Full Page: (8.5" x 11")

Half Page: (8.5" x 5.5")

Quarter Page: (4.25" x 5.5")

Color Pages include: Inside & Outside Covers, Rose, Gold, and Silver. Outside Back Cover, Inside Back Cover and Inside Front Cover are on a first-come, first-served basis.

Please provide all artwork, ad copy and messages, as you would like them to appear in the program book. Artwork should be sent electronically (via email) as a high-resolution PDF or JPEG file (no crop or bleed).

☐ I would like to repeat my ad from last year

☐ Typeset message printed below

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Please email all artwork and materials to Jennifer Lefthand and mail all payments to the American Cancer Society:

Mrs. Jennifer Lefthand, Senior Manager, Community Development  
 American Cancer Society  
 2310 Route 34, Suite 1D, Manasquan, NJ 08736  
 (p): 732.292.4253 | (e): [jennifer.lefthand@cancer.org](mailto:jennifer.lefthand@cancer.org)  
 (w): [www.wineandrosesgala.org](http://www.wineandrosesgala.org)

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## **SPONSORSHIP & PROGRAM BOOK PLEDGE FORM**

### **Sponsorships**

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$30,000 Presenting Sponsor | <input type="checkbox"/> \$15,000 Ruby Sponsor     | <input type="checkbox"/> \$5,000 Silver Sponsor |
| <input type="checkbox"/> \$25,000 Legacy Sponsor     | <input type="checkbox"/> \$12,000 Platinum Sponsor | <input type="checkbox"/> \$3,500 Bronze Sponsor |
| <input type="checkbox"/> \$20,000 Diamond Sponsor    | <input type="checkbox"/> \$8,000 Gold Sponsor      | <input type="checkbox"/> Mission Opp. # _____   |

### **Specialty Sponsorships**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> \$10,000 Roaring 20's        | <input type="checkbox"/> \$5,000 Centerpiece   | <input type="checkbox"/> \$2,000 Bar    |
| <input type="checkbox"/> \$7,500 Balloon Installation | <input type="checkbox"/> \$4,000 Auction Décor | <input type="checkbox"/> \$1,000 Raffle |
| <input type="checkbox"/> \$5,500 Gala Gift            | <input type="checkbox"/> \$3,500 Cocktail Hour |   |
| <input type="checkbox"/> \$5,000 Photo Booth          | <input type="checkbox"/> \$3,000 Valet Parking |   |

### **Program Book**

- |   |   |
|---|---|
| <input type="checkbox"/> \$5,000 Centerfold (2 Pages   2 Event Tickets) | <input type="checkbox"/> \$750 Silver Page  |
| <input type="checkbox"/> \$5,000 Outside Back Cover (2 Event Tickets)   | <input type="checkbox"/> \$500 Full Page    |
| <input type="checkbox"/> \$3,500 Inside Front Cover                     | <input type="checkbox"/> \$300 Half Page    |
| <input type="checkbox"/> \$3,000 Inside Back Cover                      | <input type="checkbox"/> \$150 Quarter Page |
| <input type="checkbox"/> \$2,000 Rose Page                              | <input type="checkbox"/> \$100 Name Listed  |
| <input type="checkbox"/> \$1,000 Gold Page                              | <input type="checkbox"/> \$50 In Memory Of  |

A check (made payable to the American Cancer Society) for \$\_\_\_\_\_ is enclosed.

I would like to pay with my (circle one) Amex / MC / Visa / Discover

Card#\_\_\_\_\_ Exp:\_\_\_\_\_ CVV:\_\_\_\_\_

Your Name:\_\_\_\_\_

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

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

City, State, Zip:\_\_\_\_\_

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

Name as you would like to appear on signage

Signature:\_\_\_\_\_

Please send all forms and advertisements by **FRIDAY, APRIL 3<sup>rd</sup>** to Jennifer Lefthand at

American Cancer Society, 2310 Route 34, Suite 1D, Manasquan, NJ 08736

(p): 732.292.4253 | (e): [Jennifer.Lefthand@cancer.org](mailto:Jennifer.Lefthand@cancer.org).

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