

Sponsorship & Support Opportunities



Dear Friends,

Our 38th Annual Night of Wine and Roses, “*Carousel of HOPE & Progress*” will take place on Friday, May 10, 2024 at the Palace at Somerset Park – mark your calendars. We will be celebrating eleven decades of wins against cancer.

Our Wine and Roses has long tradition of honoring those who make a living impact on the lives of cancer patients and their families. This year we will be recognizing **Arthur Perry, MD, 2024 Medical Honoree** and the **Emil & Rita Weissfeld Family Foundation, 7th Annual Judith A. Hoffman Humanitarian Honoree**

We ask you to **join us as a united force against all cancers**. It is already a very different disease than it was 37 years ago when Wine and Roses began. Since 1991 we’ve seen a 33% decline in mortality and there’s been an inspiring decline in cancer social disparities which has saved more than 100,000 extra lives every year.

Wine and Roses is recognized as one of the top galas in the Northeast for the Society. But we cannot act alone; we need your spirited participation. **Please join us by underwriting a sponsorship, purchasing an advertisement, or by making a financial donation or an item for our auction.** For more information on these opportunities, contact Keri Drako, Sr. Development Manager II, at Keri.Drako@cancer.org.

We look forward to greeting you in person on May 10th.

With appreciation,

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



Every cancer. Every life.

Our vision

End cancer as we know it, for everyone.

Our mission

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Who we are

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



55 million total lives impacted each year. And counting.

3.5 million fewer cancer deaths



Invested \$3.1 billion in cancer research since 1991, contributing to 3.5 million fewer cancer deaths.

Direct patient support



Providing multiple support programs for people with cancer and their caregivers, including a home away from home at our Hope Lodge® communities when they need to travel for treatment and free access to cancer information via our 24/7 helpline.

Access to care for all



Advocating for high-quality, affordable health care for everyone, including closing the Medicaid coverage gap, through our American Cancer Society Cancer Action NetworkSM.

Every cancer



Only nonprofit supporting people with all types of cancer through advocacy, research, and patient support.

Prevention and screening



Educating and advocating for healthy lifestyles and environments, including promotion of regular screening, and serving as a trusted source of screening recommendations for health care professionals.

Every life



Ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.

More than
80%

of our revenue is invested in delivering our mission.

1 M+

The only nonprofit with over **one million volunteers** working in local communities across the US and Puerto Rico.

www.WineAndRosesGalaNJ.org



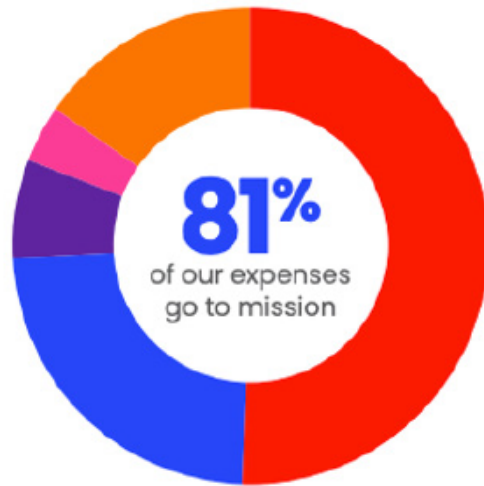
Every cancer. Every life.™

Give with confidence.

Every year, 81% of our expenses go directly toward funding our mission to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

The American Cancer Society is proud to hold top ratings from Charity Navigator, the Better Business Bureau Wise Giving Alliance, and Candid. High ratings from these widely recognized and respected charity rating and watchdog groups demonstrate our continuing commitment to accountability, transparency, and ethical practices.

You can give with confidence, knowing that we have been independently evaluated for effectively stewarding donations.



- Patient Support
- Discovery
- Advocacy
- Management and general
- Fundraising



Today we ask you to join us as a united force against all cancers through your support of the **38th Annual Night of Wine and Roses Gala on May 10, 2024** at the Palace in Somerset Park. This elegant evening promises to be a night you'll never forget with our renowned live and silent auctions, an extraordinary dinner, and lively entertainment.

We're celebrating 110 years of wins against cancer. That's over 11 decades the American Cancer Society has dedicated to pursuing better outcomes for every cancer, every life. We have seen many landmark milestones: discovered chemotherapy, confirmed the link between cancer and smoking, mammography and so much more. Today, our patient support programs go further to help people facing cancer and their families. Join us, support us, to keep the wins coming as we fund the next landmark breakthrough.

2024 HONOREES

Medical Honoree

Arthur W. Perry, MD, FACS

7th Annual Judith A. Hoffman Humanitarian Awardee

The Emil & Rita Weissfeld Family Foundation

EVENT HISTORY

In the past two decades, the Night of Wine and Roses has raised over \$7 million to support the American Cancer Society's mission to end cancer as we know it for everyone. It is one of New Jersey's premier fundraising events with national notoriety.

www.WineAndRosesGalaNJ.org

WHAT Night of Wine & Roses Gala

WHEN Friday, May 10, 2024
Doors open: 6:30pm

WHERE The Palace at Somerset Park
333 Davidson Ave
Somerset, NJ 08873

WHY More than 500 guests are expected to attend, including corporate sponsors, business owners, and philanthropic leaders.

Over the past 110 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 working to end cancer as we know it, for everyone.



"LIFE BECOMES MORE PURPOSEFUL WHEN YOU'RE DOING SOMETHING GOOD."

- BRENDAN LOCKE

EVENT CO-CHAIRS

Michael Nissenblatt, MD

Marlene Nissenblatt

AUCTION CO-CHAIRS

Mark Heiberger, DDS

Ilysa Heiberger

EXECUTIVE COMMITTEE

Arkady Broder, MD

Arthur Perry, MD

Jimmy Cheng, ChFC CLU

Michael Schaff, Esq.

Shabbar and Sarah Danish

Manish Shah, MD

John Hoffman, Esq.

Jeffries Shein

Leonard Littman

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Brett Tanzman, Esq.

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Madho Sharma, MD

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Christine Sherwood

ACS STAFF PARTNERS

Keri Drako

Cara Haggerty

www.WineAndRosesGalaNJ.org

SPONSORSHIP OPPORTUNITIES



\$35,000 Exclusive Presenting Sponsor (Exclusive Opportunity)

- Company/Donor Name Incorporated into Event Artwork – i.e.
37th Annual Night of Wine and Roses Gala *Presented by [Company Name/Logo]*
- Presenting Sponsor Recognition on Promotional Materials, Media Releases and Invitations
- Presenting Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Premier Seating: Three (3) Tables of Ten
- Company Recognition at each Guest Table
- Presentation of Presenting Sponsor Plaque
- Exclusive Placement as the Centerfold advertisement in the Program Book
(2 Full Pages/Color)
- One (1) Page Company Profile in the Program Book

\$25,000 Legacy Sponsor

- Legacy Sponsor Recognition on all Promotional Materials, Media Releases and Invitations *
2/26 deadline
- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Prominent recognition on all e-communication
- Premier Seating: Two (2) Tables of Twelve
- Company Recognition at each Guest Table
- 2-page Rose ad spread in Program Book (Full Page/Color).

\$20,000 Diamond Sponsor

- Diamond Sponsor Recognition on all Promotional Materials and Invitations * 2/26 deadline
- Prominent recognition on all e-communication
- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Premier Seating: Two (2) Tables of Ten Tickets to the Gala
- Company Recognition at Twenty (20) Guest Tables
- Rose Page Ad in the Program Book (Full Page/Color)

\$15,000 Ruby Sponsor

- Ruby Sponsor Recognition on Invitations * 2/26 deadline
- Prominent recognition on all e-communication
- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Premier Seating: Sixteen (16) Tickets to the Gala
- Company Recognition at Fifteen (15) Guest Tables
- Rose Page Ad in the Program Book (Full Page/Color)

*Deadline for logo inclusion on invitation is February 26, 2024.

SPONSORSHIP OPPORTUNITIES



\$12,000 Emerald Sponsor

- Emerald Sponsor Recognition on Invitations * 2/26 deadline
- Prominent recognition on all e-communication
- Sponsor Recognition on the Website and Social Media Accounts
- Premier Seating: Twelve (12) Tickets to the Gala
- Company Recognition at Fifteen (15) Guest Tables
- Rose Page Ad in the Program Book (Full Page/Color)

\$10,000 Platinum Sponsor

- Platinum Sponsor Recognition on Invitations * 2/26 deadline
- Prominent recognition on all e-communication
- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Premier Seating: Ten (10) Tickets to the Gala
- Company Recognition at Ten (10) Guest Tables
- Rose Page Ad in the Program Book (Full Page/Color)

\$8,000 Gold Sponsor

- Recognition on all event communications
- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Premier Seating: Eight (8) Tickets to the Gala
- Company Recognition at Five (5) Guest Tables
- Gold Page Ad in the Program Book (Full Page/Color)

\$5,000 Silver Sponsor

- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Eight (8) Tickets to the Gala
- Silver Page Ad in the Program Book (Full Page/Color)

\$3,500 Bronze Sponsor

- Sponsor Recognition on the Website and Social Media Accounts
- Sponsor Recognition in Multi-media slideshow during event
- Six (6) Tickets to the Gala
- Quarter Page Ad in the Program Book (Full Page/Color)

*Deadline for logo inclusion on invitation is February 26, 2024.

SPECIALTY SPONSORSHIP OPPORTUNITIES



1. \$10,000 Centerpiece Sponsor "The WOW Moment"

- Reserved Seating: Six (6) Tickets
- Rose Page Ad
- Signage Displayed on each table (50+)
- Verbal Sponsor Recognition During the Program | Option to Distribute

2. \$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

3. \$6,000 Gala Gift Sponsor

- Reserved Seating: Six (6) Tickets
- Full Page Ad
- Company logo or messaging will be featured on each Attendee Gift (500+)
- Signage Displayed in the Ballroom

4. \$5,000 Cocktail Hour Sponsor

- Six (6) Tickets to the Gala
- Full Page Ad
- Company or Individual to Name the Signature Cocktail
- Signage Displayed throughout the Cocktail Hour Stations

5. \$5,000 Program Book Sponsor

- Four (4) Tickets to the Gala
- Sponsor naming on the front cover of the Program Book
- Full Page Ad

6. \$5,000 360 Photo Booth Sponsor "A Forever Memory"

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

7. \$4,000 Auction Décor Sponsor "Designed by the One and Only. Ilysa Heiberger"

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

8 \$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

9. \$2,500 Wall of HOPE Sponsor

- Two (2) Tickets to the Gala
- Signage at the Wall of HOPE

10. \$2,000 Bar Sponsor

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

10. \$1,000 Raffle Sponsor

- Signage at each Raffle Table

DIRECT MISSION SUPPORT OPPORTUNITIES



Directly support the American Cancer Society's mission to end cancer as we know it, for everyone. 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.

Below are suggested program focuses and donation levels. Please contact keri.drako@cancer.org to discuss additional opportunities.

A. \$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 \$419 million in multi-year cancer research grants at more than 200 institutions.

B. \$10,000 - Give to a Guest

This donation could go towards providing 48 nights of free lodging at our NYC Hope Lodge.* The Society has continued to reduce barriers to quality care by providing more than 500,000 free nights of lodging when treatment is far from home, and offering patient navigation through individualized support to patients, families, and caregivers. In 2023, we provided nearly 83,000 nights of free lodging in our 7 hope lodges, saving patients and their families more than \$15.7 million.

C. \$5,000 - Give to a Guest

Our new transportation and lodging grants program was launched fall 2021. This year far we provided 10,800 patients with 96,000 rides and provided more than 580 patients with 3,550 nights of lodging just in the Northeast region. This is outside of our Road to Recovery and Hope Lodge programs.

D. \$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.

E. \$2,500 - Patient Support

The Society provides information and support that has touched more than 53 million lives to date, including a 24/7 cancer helpline, cancer.org website, and online peer support community for patients, caregivers, and survivors

These tangible services help patients access the lifesaving care they need.



PROGRAM BOOK OPPORTUNITIES

Please complete the below form and the sponsorship pledge form by Friday, April 5th.

◇ Centerfold:	\$5,000 (includes 4 tickets)	◇ Silver Page:	\$750
◇ Outside Back Cover:	\$5,000 (includes 4 tickets)	◇ Full Page:	\$500
◇ Inside Front Cover:	\$3,500 (includes 2 tickets)	◇ Half Page:	\$300
◇ Inside Back Cover:	\$3,000 (includes 2 tickets)	◇ Quarter Page:	\$150
◇ Rose Page:	\$2,000	◇ Name Listed:	\$100
◇ Gold Page:	\$1,000	◇ 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")

***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 ◇ Emailing artwork

Please email all artwork and materials to Cara Haggerty and mail all payments to the American Cancer Society:

American Cancer Society
Attn: Wine & Roses HBS98U
PO Box P

Manasquan, NJ 08736

(p): 732.292.4243 | (e): cara.haggerty@cancer.org

(w): www.wineandrosesgalanj.org



SPONSORSHIP & PROGRAM BOOK PLEDGE FORM

Sponsorships

◇ Presenting Sponsor	\$30,000	◇ Platinum Sponsor	\$10,000
◇ Legacy Sponsor	\$25,000	◇ Gold Sponsor	\$8,000
◇ Diamond Sponsor	\$20,000	◇ Silver Sponsor	\$5,000
◇ Ruby Sponsor	\$15,000	◇ Bronze Sponsor	\$3,500
◇ Emerald Sponsor	\$12,000	◇ Specialty Sponsor # _____	\$ _____
		◇ <u>Direct Mission Support A-E</u>	\$ _____

Program Book

◇ Centerfold:	\$5,000	◇ Silver Page:	\$750
◇ Back Cover	\$5,000	◇ Full Page:	\$500
◇ Inside Front Cover:	\$3,500	◇ Half Page:	\$300
◇ Inside Back Cover:	\$3,000	◇ Quarter Page:	\$150
◇ Rose Page:	\$2,000	◇ Name Listed:	\$100
◇ Gold Page:	\$1,000	◇ In Memory Of	\$50

◇ I would like to make a general mission donation of \$ _____

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

To pay via credit card, please visit www.WineandRosesGalaNJ.org or <https://wineandroses24.givesmart.com>



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 5th** to Keri Drako at American Cancer Society, Attn: Wine & Roses HBS98U, PO Box P, Manasquan, NJ 08736
(p): 732.903.2061 | (e): Keri.Drako@cancer.org.