



AMERICAN CANCER SOCIETY'S
36TH ANNUAL NIGHT OF WINE AND ROSES

Be a H.E.R.O. tonight

MAY 5, 2022 | VIRTUAL EVENT

SPONSORSHIP & SUPPORT OPPORTUNITIES

Be a
HERO
tonight



Dear Friends,

On behalf of the American Cancer Society, we are pleased to announce our 36th Annual Night of Wine and Roses will take place on Thursday, May 5, 2022. The Night of Wine and Roses is a powerful and inspiring movement which unites New Jersey in our fight against cancer. This will be our third virtual evening—and although we miss being united in person, we can still make an impact. Last year's virtual event raised \$404,000 for the Society and sustained their life-saving work! Our Night of Wine and Roses honors people who have a devotion to helping cancer patients and their families. We are privileged to honor three exceptional individuals:

Dr. Arkady Broder, Medical Honoree

Dr. Broder is the Chief, Division of Gastroenterology and Hepatology and Director of Endoscopy for Saint Peter's Healthcare, holds a clinical faculty position at Rutgers New Jersey Medical School and is the associate program director of the Rutgers Robert Wood Johnson Medical School Gastroenterology Fellowship Program at Saint Peters University Hospital.

Brett Tanzman, 5th Annual Judith A. Hoffman Humanitarian Honoree

Brett is an attorney for Wilf Law Firm, LLP and Senior Vice President of Garden Homes. In addition, Brett serves as the Vice Chair for the Board of Trustees of the Robert Wood Johnson University Hospital Foundation, on the Next Generation Committee of the Wilf Family Foundations, and on the Executive Committee of the Advisory Board for the Rutgers Center for Real Estate.

Roy Tanzman, 5th Annual Judith A. Hoffman Humanitarian Honoree

Roy is a shareholder in the Real Estate group at Wilentz, Goldman & Spitzer, P.A. In addition, he serves as Chairman of the Board of Governors for Rutgers Hillel, officer for the Marion & Norman Tanzman Charitable Foundation and serves on a multitude of additional community organization boards and committees.

In 2021, the American Cancer Society worked to restore and reenergize the programs, resources, and events that are the foundation of who they are. From ensuring COVID-safe patient programs and events to making continued investments in cancer research and more, the Society has reemerged from recent challenges stronger than ever and remain even more committed to the fight against cancer. Our work has helped lead to a 32% decline in the US cancer death rate since 1991 resulting in 3.5 million fewer deaths during that time.

As we look ahead to 2022, we continue to rely on the strength and backing of supporters like you to help fund these programs at the American Cancer Society through the Night of Wine and Roses. We value your continued partnership and generous commitment to our mission, and we look forward to another year of standing with you in the fight. We need you to join us by underwriting a sponsorship, purchasing an advertisement making a donation, or donating to our premier auction. For more information, please contact Keri Drako, Senior Development Manager, at Keri.Drako@cancer.org.

With appreciation,

A handwritten signature in black ink that reads "Michael and Marlene Nissenblatt".

Dr. and Mrs. Michael and Marlene Nissenblatt

OUR MISSION IS SIMPLE.

SAVE LIVES AND CELEBRATE LIFE. **EVERY SINGLE DAY.**

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 32% decline in U.S. deaths over the past two decades, which equates to 3.5 million fewer cancer deaths. But we can't stop there. In the United States in 2022, more than 600,000 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

Today we ask you to join us as a united force against all cancers through your participation in the 36th annual Night of Wine and Roses. This virtual event will offer you the opportunity to be a H.E.R.O. In your participation you will be funding HHealth Equity, Education. Research and Operation of Programs.

GENEROSITY

KEEPS US GOING

Over the past 100 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 the only organization attacking from every angle.

ABOUT NIGHT OF WINE & ROSES 2022

The American Cancer Society's 37th annual Night of Wine & Roses will be a virtual event held on May 5, 2022. Festivities begin at 7:45 p.m. with a pre-show followed by our evening program hosted by Drs. & Mrs. Michael & Marlene Nissenblatt. Our online auction will open on April 28, 2022. For more information visit: WineAndRosesGalaNJ.org

WHO IS ATTENDING

More than 400 guests are expected to tune in live, including corporate sponsors, business owners and philanthropic leaders from a multitude of industries.

EVENT CO-CHAIRS

Michael Nissenblatt, MD

Marlene Nissenblatt

AUCTION CO-CHAIRS

Mark Heiberger, DDS

Ilysa Heiberger

EXECUTIVE COMMITTEE

Jimmy Cheng, ChFC CLU

Michael Schaff, Esq.

Shabbar and Sarah Danish

Manish Shah, MD

John Hoffman, Esq.

Jeffries Shein

Barbara Jones

Howard Sorkin, DDS

Pat Kuchon

Judy Zone

Leonard Littman

AMBASSADORS

Dorothy Ballweg

Carol Kornmehl, MD

Ann Marie Baczyk

Shari Levy

Lisa Cheng

Tom Picone, MD

Joel Henkin

Madho Sharma, MD

Kathy Kady-Hopkins

Christine Sherwood



The American Cancer Society was able to continue our mission in 2021, working around the clock to lead the fight for a world without cancer. We made advances in discovering new ways to prevent, find and treat cancer and to improve the quality of life for people living with cancer; advocated for improved access to care; and provided critical patient support services across the country.

2021 AT A GLANCE

Discovery

Research is at the core of our organization, but its effects are felt far beyond the lab. Here is some of what we were able to do this year:



TOTAL NUMBER OF ACTIVE RESEARCH GRANTS

689

Launched the Diversity in Cancer Research program to improve diversity and inclusion in cancer research and ensure better outcomes for people with cancer.

INVESTMENT IN RESEARCH

\$395 million

Including grants that study how metastatic cancer cells respond to certain targeted drugs, develop tools to predict cancer recurrence, and more.

Advocacy

Through the American Cancer Society Cancer Action NetworkSM (ACS CAN), we continued our fight at all levels of government.



MAJOR BILL PASSED IN LINE WITH ACS CAN'S ACCESS TO CARE PRIORITIES

American Rescue Plan

To date, protected critical Breast and Cervical Cancer Early Detection Program funding in 33 states and helped increased funding in 6 states, which provided access to breast and cervical cancer screenings to people who cannot afford them.

Led years-long advocacy resulting in US Supreme Court upholding the Affordable Care Act and preserving patient protections.

Patient Support

2021 saw the reemergence of several support programs, and a continued investment in our 24/7 resources.



FUNDING FOR CANCER-RELATED TRANSPORTATION COSTS

\$2 million

CONTINUATION OF CRITICAL PATIENT SUPPORT SERVICES

Reemergence of our Road To Recovery[®] program, which offers free rides to cancer treatment and appointments.

Reopening of many of our Hope Lodge[®] locations, under new COVID-19 protocols, providing free lodging for patients and caregivers traveling for treatment.



SPONSORSHIP 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, 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.

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

- Company/Donor Name Incorporated into Event Artwork – i.e.
- 36th 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
- 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)
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels

\$25,000 Legacy Sponsor

- Legacy Sponsor Recognition on all Promotional Materials and Invitations *
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a 1:00 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- 2-page Rose ad spread in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Legacy Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$20,000 Fund the Future Sponsor

Currently we are funding 689 active research grants at institutions across the United States.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations *
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :45 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$15,000 Rally for Research Sponsor

What does it take to outsmart cancer? Research. We've invested more than \$5 billion in cancer research since 1946, all to find more – and better – treatments, uncover factors that may cause cancer, and improve cancer patients' quality of life— including funding to 47 researchers who went on to win the Nobel Prize.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations *
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :45 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). *Will be live on website and sent out to each attendee.*
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

*Deadline for logo inclusion on invitation is March 1, 2022.

\$12,000 Return to Screening Sponsor

In 2021, we have invested \$4.9 Million in 34 grant projects for cancer screenings, HPV vaccinations, and cancer disparities in the Northeast.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations*
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :30 video to be shared during the virtual pre-show and on social media.
- Opportunity to address constituents through a pre-recorded video to be featured on Wine and Roses social channels
- Rose ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$10,000 Give to a Guest Sponsor

All six of the Hope Lodges in our Northeast Region (Maine to Maryland) reopened in July and hosted their first patients back at the start of September. From September- November 30th we welcomed 300 patients for a total of 2,500 nights spent in our six Hope Lodge facilities, saving these cancer patients and caregivers \$500,000 in lodging costs.

Marketing Benefits

- Sponsor Recognition on all Promotional Materials and Invitations*
- Prominent recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :30 video to be shared during the virtual pre-show and on social media.
- Rose ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website, Online Auction Page, and Social Media Accounts

\$8,000 Sponsor a Stay

Our new Lodging grants program was launched fall 2021. Thus far \$3.9 million in grants awarded nationwide and in the Northeast region- \$650,000 to 13 health system partners to provide lodging assistance to patients and caregivers

Marketing Benefits

- Sponsor recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :20 video to be shared during the virtual pre-show and on social media.
- Gold page ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Accounts

\$5,000 Health Equity Sponsor

This donation will impact access to quality care through advocacy efforts that maintain or improve insurance coverage for all and increase minority population representation in clinical trials.

Marketing Benefits

- Sponsor recognition on all e-communication (10+) which will be sent to 1000+ contacts.
- Option to provide a :15 video to be shared during the virtual pre-show and on social media.
- Silver page ad in Digital Program Book (Full Page/Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Accounts

\$3,500 Patient Support Sponsor

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.

Marketing Benefits

- Sponsor recognition on select e-communication (5) which will be sent to 1000+ contacts.
- Opportunity to share the reason why they plan to support, along with a picture to be displayed during the virtual event.
- Full page ad in Digital Program Book (Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Account.

\$2,000 Mission Champion

Marketing Benefits

- Opportunity to share the reason why they support the American Cancer Society along with a picture to be displayed during the virtual event.
- Full page ad in Digital Program Book (Color). Will be live on website and sent out to each attendee.
- Sponsor Recognition on the Website and Social Media Account.



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DIGITAL PROGRAM BOOK SPONSORSHIP OPPORTUNITIES

Please complete the below form and the sponsorship pledge form **by Friday, April 1st**. Our digital book will be viewed as a pdf, on our website, and broadcasted following the virtual event program.

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

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

Please email all artwork and materials to Keri Drako and mail all payments to the American Cancer Society:

American Cancer Society
 Attn: Wine & Roses HBS98U
 PO Box P
 Manasquan, NJ 08736
 (p): 732.903.2061 | (e): keri.drako@cancer.org
 (w): www.wineandrosesgalanj.org



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SPONSORSHIP & PROGRAM BOOK PLEDGE FORM

Sponsorships

◇ Presenting Sponsor	\$30,000	◇ Give to a Guest Sponsor	\$10,000
◇ Legacy Sponsor	\$25,000	◇ Sponsor a Stay	\$8,000
◇ Fund the Future Sponsor	\$20,000	◇ Return to Screening Sponsor	\$5,000
◇ Rally for Research Sponsor	\$15,000	◇ Patient Support Sponsor	\$3,500
◇ Return to Screening Sponsor	\$12,000	◇ Mission Champion	\$2,000
◇			

Digital Program Book

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

◇ I would like to make a general mission donation 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 1ST** 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.