

SPONSORSHIP OPPORTUNITIES

COACHES VS. CANCER



Wisconsin Gala

Wednesday, June 18, 2025
MONONA TERRACE ROOFTOP



@ Coaches vs. Cancer Wisconsin



@ Coaches vs. Cancer Wisconsin



<https://cvcwi.acsgala.org/>



COACHES VS. CANCER

Wisconsin Gala

Welcome to the 18th annual Coaches vs. Cancer Wisconsin Gala! We are excited to have you join us for a beautiful evening on the rooftop of the Monona Terrace on Wednesday, June 18, 2025. The gala will bring together prominent individuals from Wisconsin's business and philanthropic community and will feature live and silent auctions, honorary tributes, and appearances from Hall of Fame Coach Bo Ryan and other coaches across the state.

For over 110 years, the American Cancer Society has been leading the fight for a world without cancer. Our mission remains strong as 1 in 3 people will face a cancer diagnosis in their lifetime. Cancer mortality has declined in recent decades in part due to progress in cancer screening technologies, awareness, research and the general population's improved uptake in screening services. We need your support to continue this progress and keep the momentum going.

Coaches vs. Cancer 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 and communities nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, Coaches vs. Cancer programs have raised over \$167 million for the American Cancer Society. Over the past seventeen years, Coaches vs. Cancer Wisconsin has raised more than \$11.6 million and remains the largest Coaches vs. Cancer program in the country! ACS is currently funding over \$5.44 million in cancer research right here at home at the University of Wisconsin - Madison!

Please find enclosed detailed information on the various sponsorship and support opportunities. On behalf of our 2025 Board of Ambassadors Chair, Kyle Beld, and the entire Coaches vs. Cancer Wisconsin Board, we thank you for your consideration in supporting this important and life-saving event. Together with our community partners and coaches, we save lives. Now more than ever, we need and appreciate your support in one of the greatest causes of our time.

2025 BOARD OF AMBASSADORS

KYLE BELD, Chair | Integrity Grading & Excavating
GREGG RIEK, Vice Chair | Brown & Brown
JIM GOWAN, Past Chair | Gowan Sales & Distribution Consulting
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GREGG REDFERN | Daniels Construction
MATHEW NOEL | Red Granite Financial Group
MIKE CARR | Tri-North Builders Inc.
LEILA GODKIN | Wisconsin Bank & Trust

OUR MISSION

Our mission is simple.

Every cancer. Every life. We are 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.

Research

The American Cancer Society is the largest private, nonprofit funder of cancer research in the United States. Our researchers and scientists have been part of almost every major cancer discovery.

Addressing Health Disparities

The American Cancer Society believes that everyone deserves a fair and just opportunity to benefit from progress made in the fight against cancer. We are deepening our understanding of the social determinants of cancer in our community and collaborating with community organizations to impact health disparities.

Influencing Policy through Advocacy

We are activists, urging lawmakers to make cancer a top priority through our advocacy affiliate ACS CAN.

#1 Trusted Source of Cancer Information

Empowering and guiding people with a 24/7 helpline and live chat at cancer.org, and Patient Navigator Program, providing answers and support to patients, caregivers, and health professionals throughout the cancer journey. This includes multilingual information and culturally sensitive information.


Prevention & Early Detection

Cancer screening remains a public health priority. We work with community partners to educate on prevention and early detection measures. Together we work towards reducing cancer mortality by finding cancer early when it is most treatable.

Partnering with our Community

We mobilize communities through building partnerships with volunteers and the business community to have the greatest reach and impact the most people possible.

AT A GLANCE

SPONSORSHIP OPPORTUNITIES						
 Every cancer. Every life.™	\$50,000	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
	HALL OF FAME	CHAMPION	FINAL FOUR	ELITE EIGHT	SWEET SIXTEEN	TOURNEY
PARTICIPANT BENEFITS						
Gala Seats	30	20	10	10	4	4
Gala Representative Speaker	✓					
Serve on WI Board of Ambassadors	✓	✓	✓	✓		
MARKETING BENEFITS						
Exclusive Event Naming Rights	✓					
First Right of Refusal for 2026 Event	✓					
Choice of Sponsored Event Element	✓	✓				
Thirty Second Sponsor Video Shared	✓	✓	✓			
Mobile Bidding Platform Recognition	✓	✓	✓	✓		
Social Media Feature/Spotlight	✓	✓	✓	✓	✓	
Verbal Recognition at Event	✓	✓	✓	✓	✓	✓
Event Signage	✓	✓	✓	✓	✓	✓
Event Website Recognition	✓	✓	✓	✓	✓	✓
Slideshow Recognition	✓	✓	✓	✓	✓	✓
Wall of Champions Nomination	✓	✓	✓	✓	✓	✓
Event Program Advertisement	2 Full Pages	2 Full Pages	Full Page	Full Page	Half Page	Half Page

Sponsorship opportunities have been created to offer maximum exposure and benefits for your organization, but we will happily customize a package to meet your goals.

SPONSORSHIP OPPORTUNITIES

Hall of Fame - \$50,000

THIS IS OUR PREMIER SPONSORSHIP LEVEL WITH THE HIGHEST VISIBILITY. YOUR COMPANY LOGO WILL APPEAR WITH THE COACHES VS. CANCER LOGO THROUGHOUT 2025, AND YOU WILL BE OUR TOP LEVEL SPONSOR, RECOGNIZED IN SOUTH CENTRAL WISCONSIN, AND THROUGHOUT THE ENTIRE STATE.

Participant Benefits

- 3 tables at the gala
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors

Marketing Benefits

- Exclusive offer to be the presenting sponsor of the Coaches vs. Cancer WI Gala
- Opportunity for a representative from your company to speak at the Coaches vs. Cancer WI Gala
- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials :
 - Presenting Sponsor Announcement
 - Save the Date
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Social media feature on CvC Facebook & LinkedIn pages
- Two page ad in event program
- Nomination on Wall of Champions

SPONSORSHIP OPPORTUNITIES

Champion Sponsor - \$25,000

Participant Benefits

- 2 tables at the gala
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors

Marketing Benefits

- Recognition as a major sponsor of the Coaches vs. Cancer WI Gala
- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials :
 - Save the Date
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Social media feature on CvC Facebook & LinkedIn pages
- Two page ad in event program
- Nomination on Wall of Champions

SPONSORSHIP OPPORTUNITIES

Final Four Sponsor - \$15,000

Participant Benefits

- 1 table at the gala
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors

Marketing Benefits

- Opportunity to provide a 30-second sponsor video to be shared via social media
- Corporate logo displayed on ALL event marketing materials :
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Social media feature on CvC Facebook & LinkedIn pages
- One page ad in event program
- Nomination on Wall of Champions

Elite Eight Sponsor - \$10,000

Participant Benefits

- 1 table at the gala
- Opportunity for a representative from your company to serve on the Coaches vs. Cancer WI Board of Ambassadors

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials :
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Social media feature on CvC Facebook & LinkedIn pages
- One page ad in event program
- Nomination on Wall of Champions

SPONSORSHIP OPPORTUNITIES

Sweet Sixteen Sponsor - \$7,500

Participant Benefits

- 4 preferred seats at the gala

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials :
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- Social media feature on CvC Facebook & LinkedIn pages
- 1/2 page ad in event program
- Nomination on Wall of Champions

Tournament Sponsor - \$5,000

Participant Benefits

- 4 preferred seats at the gala

Marketing Benefits

- Corporate logo displayed on ALL event marketing materials :
 - Event Invitations
 - Event Program
 - Event Emails
- Corporate logo displayed on the Coaches vs. Cancer WI website
- 1/2 page ad in event program
- Nomination on Wall of Champions

SPONSORSHIP OPPORTUNITIES

Wall of Champions Sponsor - \$3,000

- Your name will be on signage indicated as the Wall of Champions Sponsor throughout the Wall of Champions setup.
- Name on event website and program
- 2 gala seats

Photo Booth Sponsor \$2,000

SOLD OUT

- Your name will be included where all the fun happens - the photo booth station!
- Name on event website and program
- 2 gala seats

Signature Drink - \$2,000

SOLD OUT

- Your name will be included on signage promoting signature drink at both bars at the event
- Opportunity to work with Executive Committee to name signature drink
- Name on event website and program
- 2 gala seats

Table Sponsor - \$1,500

- 10 reserved seats at the gala
- Recognition as Sponsor (by name) on Reserved table at event

*Sponsorship opportunities have been created to offer maximum exposure and benefits for your organization, but we will happily customize a package to meet your goals.

WALL OF CHAMPIONS

Paying tribute to those who are presently conquering cancer and honoring the memory of those who are no longer with us.



As a sponsor, you have the opportunity to nominate an extraordinary individual who may currently be battling or honor the memory of someone who is no longer with us as a Champion on our wall at the 18th Annual Coaches vs. Cancer Wisconsin Gala.

Who is a 'Champion' in your life? Maybe it's a mother, a father, a teacher or coach. Perhaps someone who has taught you wisdom and knowledge, or shown you strength and courage. While each of our Champions have different characteristics, they have one thing in common, their competitor - cancer.

WALL OF CHAMPIONS NOMINATION FORM

Please check one:

- ☐ Nomination is part of my committed sponsorship (Cost to you: \$0)
 - Every sponsor receives one complimentary nomination as part of their benefits package
- ☐ Additional Wall of Champions Nomination (Cost to you: \$250)
- ☐ Non-Sponsor Nomination (Cost to you: \$250)
 - Please include check or alternate payment option for nomination with this form

[Wall of Champions
Nomination
Form Link](#)



Nominee Name : _____

Check if you are nominating In Honor of (someone currently battling/survivor) or In Memory of (someone who you have lost to cancer) :

- ☐ In Honor of
- ☐ In Memory of

Nominated By (first and last name - OR - Company/Sponsor name): _____

Email address for point of contact to gather pictures for Wall of Champions: _____

Please email or scan form and send to lacey.orourke@cancer.org or follow the link/QR code above!

An American Cancer Society staff member will contact you once your submission is received to acquire all necessary information for your nomination.

COACHES VS. CANCER

Wisconsin Gala

AGREEMENT FORM

Corporate sponsorship of the American Cancer Society Coaches vs. Cancer Wisconsin Gala presents a unique opportunity to reach a wide cross-section of people who are active in the community while contributing to the fight against cancer. Through sponsorship of Coaches vs. Cancer Wisconsin, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and research, and inspire generosity until a cure is found.

If you would like to complete our Sponsorship, Wall of Champions and/or Auction Donation forms online, please follow the links below:

[CVC Wisconsin
Sponsorship
Commitment Link](#)



[Wall of Champions
Nomination
Form Link](#)



[CVC Wisconsin
Auction Donation
Form Link](#)



Premier Sponsorship Opportunities

<input type="checkbox"/> Hall of Fame	\$50,000	<input type="checkbox"/> Tournament	\$5,000
<input type="checkbox"/> Champion	\$25,000	<input type="checkbox"/> Wall of Champions	\$3,000
<input type="checkbox"/> Final Four	\$15,000	<input type="checkbox"/> Photo Booth	\$2,000
<input type="checkbox"/> Elite Eight	\$10,000	<input type="checkbox"/> Signature Drink	\$2,000
<input type="checkbox"/> Sweet Sixteen	\$7,500	<input type="checkbox"/> Table	\$1,500

Wall of Champions Nomination

Additional Wall of Champions Nomination* ☐ \$250

*each sponsor receives one nomination with sponsorship

*please send the completed Wall of Champions Nomination Form

We will fulfill this commitment by:

☐ Check, payable to American Cancer Society ☐ Credit Card ☐ Invoice

Individual / Company Name _____

*This listing will appear in printed materials

Contact Name _____ Address _____

Phone _____ Email _____

Logo / Artwork Contact _____

Phone _____ Email _____

☐ We give permission to the ACS to use our name as a sponsor in the event program, media relations and promotions.

Coaches vs. Cancer Wisconsin Supporter Signature : _____

Please email or scan signed form to:

Lacey O'Rourke | lacey.orourke@cancer.org | coachesvscancerwisconsin.org

We will send you an invoice with the option to pay by credit card or check

An American Cancer Society staff member will contact you once this form is received to acquire guest names.



Thank You for your Support!

Event Contact:

Lacey O'Rourke

Senior Development Manager
lacey.orourke@cancer.org

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

