

VIRTUAL

15TH ANNUAL
AMERICAN CANCER SOCIETY BOSTON

KEY GALA



Be the Key to Hope

SEPTEMBER 17, 2020
5:30 PM

SPONSORSHIP OPPORTUNITIES

EVENT DETAILS



15th Annual American Cancer Society BOSTON KEY GALA benefiting Hope Lodge

SEPTEMBER 17, 2020
5:30 PM

PAST SPONSORS

Adage | Capital
Management, L.P.


charles river

HOLOGIC®
The Science of Sure


STATE STREET

American Heating & Plumbing
Arbella Charitable Foundation
Blueprint Medicines
Boehringer Ingelheim
Bond Brothers, Inc.
Bullhorn, Inc.
Susan and Stephen Burbage
Burke Distributing Corp
Kevin and Lynne Callanan
Callahan Construction Managers
Norm Cantin and Pat Chadwick
CBRE
The Connors Family
Cushman & Wakefield
Dana Farber
David Drubner
Eastern Insurance Group
Goldman Sachs
Granite Telecommunications
The Hamilton Company
Tom and Deb Hoffman

The Hooley Family
Judah Family
Susan & Neal Karelitz
Robert K. Kraft
Lee Kennedy & Co., Inc.
Paula Lombardo
The Lombardo Family
Mass General Cancer Center
Mass General Hospital
McCusker-Gill, Inc.
McIntosh Foundation
Sean McDonough
Mirbach Family
Mitra Biotech
Rich and Helene Monaghan
Morrison & Foerster LLP
Brian Moynihan and Susan Berry
Paul and Patricia O'Neil
PAREXEL International
Partners HealthCare
Primo Medical Group

Putnam Investments
Randstad Technologies
The Reilly Family
Roblin Insurance
Romanow Container
David and Judy Rosenthal
The Shah Family Foundation
Silicon Valley Bank
South Coast Dermatology
Suffolk Construction
Donald and Victoria Sullivan
SVB Leerink
Bill Swanson
Thermo Fisher Scientific
William S. Thompson
Verastem Oncology
Vertex
We Beat Cancer
J. David Wimberly
WinterWyman
Carol Yamartino

afr
FURNITURE RENTAL

ALEX AND ANI
CHARITY BY DESIGN

BLACK THUMB
STUDIO

Boston
MAGAZINE

GATEWAY
PRODUCTIONS

hsmi

Jonathan Lubin
ORCHESTRA

J. BARRY
DESIGNS

Kinship
FLORAL

Lombardo's
RESTAURANT & BAR

M
HOT MESS

PEAK
EVENT SERVICES



SH
VIDEOGRAPHY

Sounds Unique
YOU PARTY WE PLAY

The Davis Companies

WHY BECOME A CORPORATE SPONSOR

Positioning yourself as a partner of the American Cancer Society the largest and most respected voluntary health organization in the United States will bolster your company's reputation and demonstrate your commitment to serving the community.



- The American Cancer Society has a **98% recognition rate** among Americans.
- Americans believe cancer is the **single most important** health problem they face.
- **74% of consumers** are likely to support a sponsor associated with a charity like the American Cancer Society.

BRAND BENEFITS

- **High-value networking** night of the event.
- **Exclusive opportunity** to host key clients and VIPs while generating publicity and brand association.
- **Charitable deductions** for sponsorship.
- Enhance your company's **Corporate Social Responsibility**.
- **Full visibility and immersive integration** opportunities including online and digital platforms, brand displays, and publicity efforts.
- **Customizable sponsorship and underwriting opportunities** to fit your company's mission and goals.



*Imagine a world free from cancer.
Help make it a reality.*

GIVING HOPE A HOME

Hope Lodge locations provide a supportive and nurturing environment, along with homelike amenities such as community kitchens, laundry rooms and recreational areas.

The American Cancer Society is committed to removing barriers to care and improving the quality of life for cancer patients and their caregivers. We operate more than 30 Hope Lodge communities

across the United States. These places of comfort provide lodging and support services for cancer patients and their caregivers when their best hope for effective treatment may be away from home.

SINCE OPENING IN BOSTON IN 2008:

136,099
Nights of Free Lodging
for cancer patients
and their caregivers

4,209
Individual Patients
have been welcomed
into the Boston
Hope Lodge

\$7,020
Average Savings
for each guest

\$29.4 Million
Total Hotel Savings
for cancer patients
and their caregivers

AMERICAN CANCER SOCIETY HOPE LODGE® PROGRAM:

27%
Decline
in the cancer
death rate since 1991

\$410 Million
in Funding
for cancer
research grants

800
Grantees Supported
at any given time
through the country

\$4.8 Billion
Invested
in cancer research
since 1946

2 Million
Volunteers
brought together to help
save lives from cancer

Our mission is to save
lives, celebrate lives,
and lead the fight for a
world without cancer.

Our vision is a world free from the pain and suffering of cancer. Together with our millions of supporters, we are getting closer to that goal every day. Together, we are stronger than cancer.

EVENT LEADERSHIP

CORPORATE COUNCIL

CHAIRPERSON

Katherine Andersen
Silicon Valley Bank

COUNCIL MEMBERS

Michaela Colbert
Silicon Valley Bank

Ken Martin
ZRG Partners

Meg Eckenroad
Hologic, Inc.

Tom Reilly
Fernwood Investments

Tom Hoffman
KAF Financial Advisors, LLC

Jack Smith
Alex Brown

David Lombardo
Lombardo's

Kaitlyn Winfield
Randstad Technologies

GALA COMMITTEE

CO-CHAIRS

Jessica Barry
JBarry Designs

David Lombardo
Lombardo's

COMMITTEE

Susan Burbage
Barbara Davis
Deb Hoffman
Lisa Hudson

Susan Karelitz
Mai Miller
Amy Murray
Dianne Reilly

Cheryl Savit
Lesley Silberstein
Jeff Simcock



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR / \$100,000 *(exclusive opportunity)*

- Recognized during the virtual program and in all promotional and marketing materials as Presenting Sponsor
 - Logo will be included on digital save the date, digital invitation and event website
 - Spotlight recognition on Key Gala social media outlets
 - Two full-page ads in event digital journal
 - Included in event press release
 - Verbal recognition during virtual program
- *This sponsorship level is further customized to fit the needs of the Sponsor*

PREMIER SPONSOR / \$50,000

- Recognized during the virtual program and in all promotional and marketing materials as Premier Sponsor
- Logo will be included on digital save the date, digital invitation and event website
- Spotlight recognition on Key Gala social media outlets
- One full-page ad in event digital journal
- Included in event press release
- Verbal recognition during virtual program

PLATINUM SPONSOR / \$25,000

- Recognized during the virtual program and in all promotional and marketing materials as Platinum Sponsor
- Logo will be included on digital save the date, digital invitation and event website
- Spotlight recognition on Key Gala social media outlets
- One full-page ad in event digital journal
- Verbal recognition during virtual program

GOLD SPONSOR / \$15,000

- Recognized during the virtual program and in all promotional and marketing materials as Gold Sponsor
- Logo will be included on digital save the date, digital invitation and event website
- Spotlight recognition on Key Gala social media outlets
- One full-page ad in event digital journal

SILVER SPONSOR / \$10,000

- Recognized during the virtual program and in all promotional and marketing materials as Silver Sponsor
- Logo will be included on digital save the date, digital invitation and event website
- One full-page ad in event digital journal

BRONZE SPONSOR / \$5,000

- Recognized during the virtual program and in all promotional and marketing materials as Bronze Sponsor
- Listed on digital save the date, digital invitation and event website
- One half-page ad in event digital journal



BOSTON KEY GALA

SPONSORSHIP COMMITMENT FORM

Sponsor / Company Name

Contact Name

Mailing Address

Email

Phone

PLEASE CHECK YOUR SPONSORSHIP LEVEL:

- ☐ Presenting Sponsor \$100,000
- ☐ Premier Sponsor \$50,000
- ☐ Platinum Sponsor \$25,000
- ☐ Gold Sponsor \$15,000
- ☐ Silver Sponsor \$10,000
- ☐ Bronze Sponsor \$5,000

- ☐ I am unable to attend, but here is my donation of _____
- ☐ I have enclosed a check made payable to the American Cancer Society
- ☐ Please bill my credit card

Credit Card Number

Expiration

Name on card

Billing Address

Signature

Please return form to:
Boston Key Gala
c/o American Cancer Society
Attn: Dylan Lazerow
3 Speen Street, Suite 250
Framingham, MA 01701

Thank you for your support of the
American Cancer Society!

Dylan.Lazerow@cancer.org
617-694-3803
BostonKeyGala.org

PAST HONOREES

These prominent, generous corporate and philanthropic leaders are honored for their dedication and commitment to volunteerism, community outreach and work through philanthropy in the cancer sector.



2019

Glenn J. Hanna, M.D., Dana-Farber Cancer Institute
Medical Honoree

2018

Jay and Linda Hooley, State Street

2017

Randstad Technologies Employees

2016

Hope Lodge Guests and Caregivers

2015

Bob Boudreau, WinterWyman

2014

James Foster, Charles River Labs

2013

James Hoyes, EMD Serono

2012

Rob Cascella, Hologic

2011

Tony Zook, AstraZeneca

2010

Dr. David and Judy Rosenthal



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KEY GALA

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Thank You

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Dylan Lazerow

617.694.3803

Dylan.Lazerow@cancer.org



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www.bostonkeygala.org

