



**American Cancer Society
Discovery Ball**

**October 29, 2016
JW Marriott Indianapolis
Indianapolis, IN**

**For additional information
please contact:**

ACS Discovery Ball Office
American Cancer Society, Inc.
Lakeshore Division
5635 W. 96th St., Suite 100
Indianapolis, IN 46278

T: 317.344.7817
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American Cancer Society Research Program

10 RECENT CANCER INSIGHTS

Every day, American Cancer Society researchers and grantees are working to find cancer cures – and better ways to treat and prevent the disease. Below are highlights from 10 recent cancer research projects conducted or funded by the Society.



- 1. Tiny tech could be the future of cancer monitoring:** Nanoscale technology is infiltrating everything from computers to cars to clothing. Such tiny tech – 80,000 to 100,000 times smaller than a single strand of human hair – may also become the basis for a next-generation cancer detection and monitoring system. Society grantee Daniel Roxbury, PhD, a research fellow at the Sloan-Kettering Institute for Cancer Research, is developing a device just one nanometer in diameter that can be inserted under the skin. His hope is that one day the device may be able to signal the onset, progression, or spread of cancer, and alert doctors so they can take action more quickly.



- 2. Investigating immunotherapy's promise:** The cancer research world is dedicating increasing energy to a rapidly evolving type of treatment that has the potential to be more effective – and in some cases less toxic – than many of today's existing options. Using the body's own natural system for fighting disease, immunotherapy may also offer a lifeline for patients with certain types of cancer who have exhausted other treatment options. Immunotherapy is "providing options for people out of options," says Catherine Diefenbach, MD, an oncologist at the NYU Langone Medical Center. With the help of a Society research grant, she is studying a new immunotherapy treatment for patients with relapsed Hodgkin lymphoma.



- 3. New lung cancer mutations found:** The identification of four new types of genetic mutations in the most common form of lung cancer could open the door for targeted treatment options for many more patients. This discovery – made in part by Society-funded researcher Alice Berger, PhD, of the Dana-Farber Cancer Institute – adds to the existing scope of known lung cancer mutations.



- 4. Getting breast cancer cells to stop multiplying:** Society-funded researcher Xiaoting Zhang, PhD, is investigating ways to lull breast cancer cells into a permanent sleep, known as senescence, which could potentially stop a tumor in its tracks.



- 5. Cancer death rates down:** The rate of death from cancer in the United States continues to decline among both men and women, among all major racial and ethnic groups, and for the most common types of cancer. Society researchers estimate that 1.5 million cancer deaths have been averted since the early 1990s due to effective early detection, cancer treatment, and cancer prevention efforts.



- 6. Vitamin D-based cancer drugs in the works:** Early research suggests that vitamin D, a compound the human body makes naturally when exposed to the sun and essential to healthy bones, has the potential to be used as a starting point in the creation of new drugs to treat skin cancer. Society grantee and University of Connecticut chemist and researcher Kyle Hadden, PhD, is trying to create chemical compounds based on vitamin D that could help treat basal cell cancer.



- 7. Lung cancer Dream Team formed:** More than 35 of the top lung cancer researchers in the United States, dubbed the lung cancer Dream Team, are coming together to work on one of the most difficult-to-treat lung cancers – those that have a mutation in a gene called KRAS. The Dream Team is being funded by a \$20 million grant from the American Cancer Society and Stand Up To Cancer (SU2C).



- 8. Working to increase colon cancer screening rates:** Jennifer Weiss, MD, a researcher and physician at the University of Wisconsin, is in the process of conducting research, funded by the Society, to help health systems nationwide increase their colorectal cancer screening rates – and help save more lives.



- 9. Putting cancer data in the hands of decision makers:** The American Cancer Society, the International Agency for Research on Cancer, and the Union for International Cancer Control collaborated on *The Cancer Atlas, Second Edition*, and a new interactive website – cancer.org/canceratlas – to allow global leaders to better understand the cancer landscape and take action to reduce the burden worldwide.



- 10. Fighting back against the tobacco epidemic:** The American Cancer Society and the World Lung Foundation launched *The Tobacco Atlas, Fifth Edition*, and its companion website tobaccoatlas.org, which graphically details the scale of the tobacco epidemic; the progress being made in tobacco control; and opportunities to increase tobacco control globally.

WILL YOU HELP JOIN THE FIGHT?



The official sponsor of birthdays, the American Cancer Society is proud to say that nearly 14 million cancer survivors are celebrating their special day again this year.

Today we ask you to help us continue to give the gift of another birthday through your participation in the Discovery Ball. As we celebrate our **seventh annual** Discovery Ball, this elegant gala promises to be a night you'll never forget with its live and silent auctions, an extraordinary dinner, and lively entertainment.

Slated for October 29, 2016 at the beautiful JW Marriott Indianapolis, this year's event will welcome you as we join together to create a world where cures happen. Where dreams not only exist, but become realities. The night will inspire, uplift and help create a world with more birthdays.

Join us for one night where we can make a difference at the 2016 Discovery Ball.

WHY BECOME A CORPORATE PARTNER?

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.

- ◆ 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society
- ◆ Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities.
- ◆ The American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating.
- ◆ Americans believe cancer is the single most important health problem they face.
- ◆ Approximately 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 570,000 Americans will lose their battle. That's over 1,500 people a day. You can help create a world with less cancer and more birthdays by celebrating with us at Discovery Ball 2016.

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what/where/when

The American Cancer Society’s 7th annual Discovery Ball will be held on Saturday, October 29, 2016 at the JW Marriott Indianapolis. The evening begins at 6:00 p.m. with a cocktail reception that includes a silent auction followed by a delectable dinner, a fun live auction and entertainment.

attendees

More than 600 guests are expected to attend including corporate sponsors, business and philanthropic leaders.

event leadership

The 2016 Discovery Ball Chair is Lisa Breall; Co-Chair is Erin Pentz. Together with the members of the Indianapolis American Cancer Society Guild Discovery Ball committee, they work to create an evening to remember.

The Executive Chair of the 2016 Discovery Ball is Ed Bonach, CEO of CNO Financial. He leads the Council of Ambassadors which is comprised of executives and philanthropic leaders that are passionate about the fight against cancer and dedicated to the success of the 2016 Discovery Ball.

history

Discovery Ball is one of the premier cancer fundraising events both locally and across the nation. Over the past six years, Discovery Ball has raised nearly \$1,600,000 to support our mission to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

sponsorship opportunities

Exclusive Presenting Sponsor	\$40,000
Visionary Sponsor(s)	\$25,000
VIP Reception Sponsor	\$20,000
Platinum Sponsor(s)	\$15,000
Gold Sponsor(s)	\$10,000
Silver Sponsor(s)	\$5,000
Table Sponsor(s)	\$2,500



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SCENES FROM 2015



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Executive Chair

Edward Bonach
CNO Financial

Douglas R. Brown
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Justin Hage
Indiana Economic
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Rick Markoff
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Mike Klipsch
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Community Volunteer

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American Cancer Society Guild Executive Board & Discovery Ball Leadership

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Treasurer

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Strategic Planning Chair

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Erin Pentz – Co-Chair
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Debbie Holley
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Kelly O'Brian
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Lauren Nikides
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History & Mission

Founded in 1913, the American Cancer Society is the nation’s largest community-based voluntary health organization and has played a role in virtually every cancer breakthrough in recent history. As a global grassroots force, the Society tackles every cancer in every community to eliminate the disease as a major health problem.

Research

As the largest nongovernmental funder of cancer research, having spent more than \$4 billion on cancer research since 1946, we’ve played a role in nearly every cancer breakthrough in recent history. We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.

Education

We provide information that empowers people to take steps that help them prevent cancer or find it early, when it’s most treatable. We partner with cities, towns, community groups, schools, faith organizations, corporations, and others to bring practical cancer-fighting information through our programs that promote physical activity and smoking cessation.

Advocacy

American Cancer Society advocates and grassroots volunteers give cancer a voice and face by promoting effective cancer policies and legislation at the federal, state and local levels. Current advocacy efforts include fighting for everyone to have access to quality health care, lifesaving screenings, clean air, and more.

Patient Services

The American Cancer Society is here every minute of every day and night to offer free information, programs, services, and community referrals to patients, survivors, and caregivers through every step of a cancer experience – so they can focus on getting well. Our National Cancer Information Center is available 24 hours a day, 7 days a week, at 1-800-227-2345. Last year, we fulfilled nearly 800,000 request for information through via phone, email and through our website.

In Indiana

In central Indiana, we have Cancer Resource Centers at St. Francis Hospital, Hendricks Regional Hospital, and IU North. In 2016, we will be opening an additional center at IU Simon Cancer Center. Today, more than \$7 million in American Cancer Society research grants are in progress in Indiana at Indiana University both at the Bloomington and Indianapolis campuses, Purdue University and Notre Dame. Last year, over 10,000 central Indiana residents contacted the American Cancer Society for patient-related information or programs. In 2015, our Look Good.Feel Better program helped over 730 central Indiana women learn ways they can take care of their skin and feel better about themselves during cancer treatment. Nearly 2,000 rides to treatment were provided to central Indiana residents in 2015 by American Cancer Society volunteers participating in the Road to Recovery program.

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Exclusive Presenting Sponsor: \$40,000

The Exclusive Presenting Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A presenting sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Exclusive to one sponsor
- Prominent recognition throughout event materials include, but are not limited to:
 - (*Print materials must meet print deadlines*)
 - ◊ Company/Donor name printed on save-the-date cards as the exclusive Discovery Ball presenting sponsor
 - ◊ Company/Donor name printed on the event invitation as exclusive Discovery Ball presenting sponsor
 - ◊ Company/Donor name printed in the Discovery Ball night-of-event program book as the presenting event sponsor
 - ◊ Two full-page acknowledgements in the Discovery Ball night-of-event program book with preferred page positioning
 - ◊ Company/Donor name printed on the Discovery Ball night-of-event signage as the presenting event sponsor
 - ◊ Ability to provide a letter from CEO in the Discovery Ball night-of-event program book
- Company/Donor name and logo will appear on the sponsor page of event website
- Verbal recognition from podium at the event
- Recognition via social media leading up to the Discovery Ball with 15 Facebook/Twitter
- Opportunity for CEO to speak at the event
- Recognized on auction mobile bidding technology
- Presenting mention in all media materials and broadcasts based upon secured media sponsorships
- Recognition on revenue enhancer materials where appropriate
- Company/Donor qualifies as a member of the Discovery Ball Council of Ambassadors

Participant Benefits

- Two (2) Discovery Ball tables of twenty seats (20 seats) with VIP seating
- Two (2) complimentary valet parking passes
- Overnight Accommodations for two (2) in one of the JW Marriott guest rooms
- Twenty (20) guests to attend VIP Reception
- Logo digitally displayed night of the event
- Presenting sponsor award provided in honor of support
- Mention in letter thanking event donors
- Exclusive invitation to meet with an ACS funded researcher
- Knowledge that you are contributing to more Hoosier birthdays

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Visionary Sponsor: \$25,000 (multiple available)

The Visionary Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Visionary level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Prominent recognition throughout event materials include, but are not limited to:
 - (Print materials must meet print deadlines)*
 - ◇ Company/Donor name printed on the save-the-date as one of the Discovery Ball sponsors
 - Company/Donor name printed on the event invitation as one of the Discovery Ball sponsors
 - ◇ Company/Donor name printed in the Discovery Ball night-of-event program book as one of the Event sponsors
 - ◇ One full-page acknowledgement in the Discovery Ball night-of-event program book with preferred page positioning
 - ◇ Company/Donor name printed on the Discovery Ball night-of-event signage as an event sponsor
 - Company/Donor name and logo will appear on the sponsor page of event website
- Verbal recognition from podium at the event
- Company/Donor name and logo will appear on the sponsor page of event website
- Recognition via social media leading up to the Discovery Ball with 10 Facebook/Twitter
- Mention on all press releases
- Company/Donor qualifies as a member of the Discovery Ball Council of Ambassadors

Participant Benefits

- Two (2) Discovery Ball tables of twenty seats (20 seats) with VIP seating
- One (1) complimentary valet parking pass
- Overnight accommodations for two (2) in one of the JW Marriott guest rooms
- Twelve (12) guests to attend VIP Reception
- Exclusive invitation to meet with an ACS funded cancer researcher
- Recognition Award provided to company in honor of their support
- Knowledge that you are contributing to more Hoosier birthdays

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VIP Reception Sponsor: \$20,000

The VIP Reception Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Kick-Off level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Exclusive to one sponsor
- Distinct honor of hosting the VIP Reception attended by Discovery Ball sponsors, ACS researchers, ACS Guild, community leaders and invited guests
- Opportunity to address reception audience and introduce Discovery Ball Chair, Guild Leadership, Executive Chair and guests
- Name recognition on VIP invitation, signage at event and website
- Additional recognition throughout Discovery Ball event materials including, but not limited to:
 - ◊ Company/Donor name printed on the save-the-date as a Discovery Ball sponsor
 - ◊ Company/Donor name printed on the event invitation as the VIP Reception sponsor
 - ◊ Company/Donor name printed in the Discovery Ball night-of-event program book as the VIP Reception sponsor
 - ◊ Company/Donor name printed on the Discovery Ball night-of-event signage as the VIP Reception sponsor
- Company/Donor qualifies as a member of the Discovery Ball Council of Ambassadors
- Recognition via social media leading up to the Discovery Ball with 10 Facebook/Twitter

Participant Benefits

- One (1) Discovery Ball table (10 seats) with VIP seating
- Ten (12) guests to attend VIP Reception
- Exclusive invitation to meet with an ACS funded cancer researcher
- Knowledge that you are contributing to more Hoosier birthdays

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Platinum Sponsor: \$15,000 (multiple available)

Platinum sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Platinum level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Recognition throughout event materials include, but are not limited to:
 - ◊ Company/Donor name printed on the save-the-date as one of the Discovery Ball sponsors
 - ◊ Company/Donor name printed on the event invitation as one of the Discovery Ball sponsors
 - ◊ Company/Donor name printed in the Discovery Ball night-of-event program book as one of the event sponsors
 - ◊ Half-page acknowledgement in the Discovery Ball night-of-event program book with preferred page positioning (Company/Donor name printed on the Discovery Ball night-of-event signage as an event sponsor)
- Recognition from the podium
- Company/Donor name and logo will appear on the sponsor page of event website
- Press release recognition
- Recognition via social media leading up to the Discovery Ball with 5 Facebook/Twitter
- Company/Donor qualifies as a member of the Discovery Ball Council of Ambassadors

Participant Benefits

- One (1) Discovery Ball table (10 seats) with premium seating
- Eight (8) guests to attend the VIP Reception
- Exclusive invitation to meet with an ACS funded cancer researcher
- Knowledge that you are contributing to more Hoosier birthdays

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Gold Sponsor: \$10,000 (multiple available)

Gold Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Gold level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Recognition throughout event materials include, but are not limited to:
 - ◊ Company/Donor name printed on the save-the-date as one of the Discovery Ball sponsors
 - ◊ Company/Donor name printed on the event invitation as one of the Discovery Ball sponsors
 - ◊ Company/Donor name printed in the Discovery Ball night-of-event program book as one of the event sponsors
 - ◊ Half-page acknowledgement in the Discovery Ball night-of-event program book with preferred page positioning Company/Donor name printed on the Discovery Ball night-of-event signage as an event sponsor
- Recognition from the podium
- Donor name and logo will appear on the sponsor page of event website
- Press release recognition
- Recognition via social media leading up to the Discovery Ball with 5 Facebook/Twitter
- Company/Donor qualifies as a member of the Discovery Ball Council of Ambassadors

Participant Benefits

- One (1) Discovery Ball table (10 seats) with premium seating
- Eight (8) guests to attend VIP Reception
- Knowledge that you are contributing to more Hoosier birthdays

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Silver Sponsor \$5,000 (multiple available)

Silver Sponsors are dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Silver level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well and get well, by finding cures and by fighting back.

Recognition Benefits

- Recognition throughout event materials include, but are not limited to:
 - ◊ Company/Donor name printed on the event invitation as one of the Discovery Ball sponsors
 - ◊ Company/Donor name printed in the Discovery Ball night-of-event program book as one of the event sponsors
 - ◊ Quarter-page acknowledgement in the Discovery Ball night-of-event program book with preferred page positioning
 - ◊ Company/Donor name printed on the Discovery Ball night-of-event signage as an event sponsor
- Donor name and logo will appear on the sponsor page of event website
- Press release recognition
- Recognition via social media leading up to the Discovery Ball with 2 Facebook/Twitter

Participant Benefits

- One (1) Discovery Ball table (10 seats) to attend the Discovery Ball
- Six (6) guests to attend VIP Reception
- Knowledge that you are contributing to more Hoosier birthdays

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