



SHUCK CANCER

**2024 SPONSORSHIP
OPPORTUNITIES**



Shuck.
CANCER

Presented By





Dear Friends,

The Houston Young Professionals for the American Cancer Society (HYP4ACS) committee invites you to join us, along with Prestige Oysters and Pier 6, and other fabulous culinary partners, for the Third Annual Shuck Cancer Houston event, presented by SheSpace, on Thursday, November 21, 2024, at Post Houston! Your support will make a meaningful difference in the American Cancer Society's vision to end cancer as we know it, for everyone.

In 2024, over 2 million new cancer cases and six hundred thousand cancer deaths are estimated to occur in the United States. Thanks in part to business partners, sponsors, foundations and community fundraisers, the American Cancer Society has been able to fund more than \$5 billion in cancer research since 1946. This research has made a huge impact in prevention and access to quality care causing the cancer mortality rate to decline at an accelerating rate. These results are promising, but we need your help to ensure all patients have equal access to care and continue receiving the support services they desperately need.

Please consider partnering with the American Cancer Society as a sponsor for Shuck Cancer Houston to help in the fight against cancer.

As a sponsor, benefits include:

- Low cost, high impact marketing for your company through a combination of radio, social media, event website and branding throughout the event.
- Fun, healthy team building opportunity for your employees, vendors and partners.
- Strong brand presence as your company will be associated with the largest funder of cancer research outside of the federal government, recognizing and providing the funding for innovative researchers, 50 of whom went on to win the Nobel Prize for their groundbreaking work.

Your gift will make an impactful difference in the lives of people with cancer and their families in our community – an investment with overwhelming returns! Simply complete the included Sponsorship Agreement Form and return it to the American Cancer Society by October 4, 2024 to maximize sponsorship package benefits.

For more information about Shuck Cancer Houston, visit shuckcancerhouston.org. To learn more about the American Cancer Society, visit cancer.org. Please feel free to contact Clara Orlean, American Cancer Society's Senior Development Manager, at 713.706.5676 or clara.orlean@cancer.org if you have any questions.

With gratitude,

Nora & Brian Jarrard

Shuck Cancer Houston 2024 Co-chairs

Katie & Seth Tsuru

Shuck Cancer Houston 2024 Co-chairs

SAVE LIVES, Shuck CANCER!

Why Sponsor?

Save Lives, Shuck Cancer! In 2024, over 2 million new cancer cases and 611,720 cancer deaths are projected to occur in the United States. Thanks to community supporters like YOU, the American Cancer Society has been able to fund more than \$5 billion in cancer research since 1946. This research has made a huge impact in prevention and access to quality care causing the cancer mortality rate to decline at an accelerating rate. These results are promising, but we need your help to ensure all patients have equal access to care and continue receiving the support services they desperately need. Join the American Cancer Society to end cancer as we know it, for everyone!

EVENT OVERVIEW

The Annual Shuck Cancer Houston event will take place at Post Houston on Thursday, November 21, 2024, with wine and oyster pairings and non-oyster cuisine from top local seafood eateries. We will have the distinct pleasure of recognizing the top achievements of Houston Young Professionals for the American Cancer Society (HYP4ACS) with live entertainment, a silent auction and more.

PUBLICITY

Media outreach includes press releases, web banners, e-blasts, website and social media promotions of the event. The ACS internal constituent base will target thousands of individuals and media partners will be widely promoting the event to the Greater Houston community.

COMMUNITY INVOLVEMENT

Shuck Cancer is hosted by the HYP4ACS committee. This young professional's group, along with "Pearl Honorees", are dedicated to eliminating access to care barriers for patients receiving treatment in the Greater Houston area. Shuck Cancer provides the ultimate wine and oyster experience to a diverse and engaged audience from our community.

FUND OVERVIEW

The money raised from this event will go towards support of local cancer education, advocacy, research, and patient services including lodging for cancer patients and their caregivers at the American Cancer Society Richard M. Schulze Family Foundation Hope Lodge Houston.

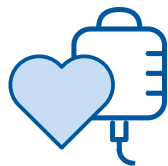
Benefits of Sponsorship

INCREASE COMMUNITY VISIBILITY
PRE-EVENT AND EVENT DAY – GREAT
NETWORKING OPPORTUNITY

BUILD EMPLOYEE ENGAGEMENT AND
DEMONSTRATE YOUR COMPANY'S
COMMITMENT TO CORPORATE SOCIAL
RESPONSIBILITY

CHANGE THE LIVES OF
CANCER PATIENTS AND
CAREGIVERS

2024 HOUSTON AREA HIGHLIGHTS



The American Cancer Society is currently funding 79 grants in Texas totaling more than **\$46.8 million**. 34 of those grants are right here in the Greater Houston area totaling **\$24.2 million**.



Free lodging for cancer patients through the American Cancer Society Richard M. Schulze Family Foundation **Hope Lodge Houston** has provided over 60,000 nights of free housing for patients and their caregivers resulting in \$5.6 million saved.



Help address health disparities through cancer screenings, HPV vaccinations, and access to quality care. \$580,000 invested in Houston for local prevention, early detection, transportation and lodging grants.

SPONSOR OPPORTUNITIES



TITLE SPONSOR | \$50,000

- Company Name | Shuck Cancer **included on all marketing materials**
- Company Name | Shuck Cancer **included on wine glasses for all attendees**
- Logo included on all print collateral, event signage, social media pages, e-blasts & Shuck Cancer website
- Recognition in all press releases
- Cable and broadcast recognition - if applicable; Radio mention - if applicable
- Featured in two e-newsletters | 10 Facebook, Instagram & LinkedIn mentions
- VIP check-in*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- Speaking opportunity at Shuck Cancer and Meet the Pearls event plus 10 tickets to the Meet the Pearls event in October 2024
- 3 reserved tables with seating for 30 guests*
- Tickets to the invitation only Champions Against Cancer Celebration (March/April 2024)

PRESENTING SPONSOR | \$25,000

- Recognition as Shuck Cancer presenting sponsor on all event materials
- Logo included on cups for Liquor Bars
- Logo included on all Shuck Cancer print collateral, event signage, social media pages, e-blasts & event website
- Recognition in all press releases
- Cable and broadcast recognition - if applicable; Radio mention - if applicable
- Featured in one e-newsletter
- 8 Facebook, Instagram & LinkedIn mentions
- VIP check-in at Shuck Cancer*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- Speaking opportunity at Shuck Cancer
- 6 tickets to the Meet the Pearls event in October 2024
- 2 reserved tables with seating for 20 guests*
- Tickets to the invitation only Champions Against Cancer Celebration (March/April 2024)

ROCKEFELLER SPONSOR | \$15,000

- Logo included on all Shuck Cancer print collateral, event signage, social media pages, e-blasts & event website
- Logo included on night of event bar
- Recognition in pre-event and post-event press releases
- Verbal recognition at Meet the Pearls and Shuck Cancer events
- 6 Facebook, Instagram & LinkedIn mentions
- VIP check-in at Shuck Cancer*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- 6 tickets to the Meet the Pearls event in October 2024
- 1 reserved table with seating for 10 guests*

**Shuck Cancer sponsors will be granted VIP early access to the event at 6:30pm, 30 minutes before the general public*

**Deadline to maximize Shuck Cancer sponsor benefits is October 4, 2024*

SPONSOR OPPORTUNITIES



CHARBROILED SPONSOR | \$10,000

- Logo included on all Shuck Cancer print collateral, event signage, social media pages, e-blasts & event website
- Logo included on banner at grand staircase entry
- Recognition in pre-event and post-event press releases
- Verbal recognition at Meet the Pearls and Shuck Cancer events
- 4 Facebook, Instagram & LinkedIn mentions
- VIP check-in at Shuck Cancer*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- 4 tickets to the Meet the Pearls event in October 2024
- 1 reserved table with seating for 10 guests*

ON THE HALF SHELL SPONSOR | \$5,000

- Logo included on all Shuck Cancer print collateral, event signage, social media pages, e-blasts & event website
- Recognition in pre-event and post-event press releases
- Verbal recognition at Meet the Pearls and Shuck Cancer events
- 2 Facebook, Instagram & LinkedIn mentions
- VIP check-in at Shuck Cancer*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- 2 tickets to the Meet the Pearls event in October 2024
- 1 reserved table with seating for 10 guests*

PEARL SPONSOR | \$2,500

- Logo included on all Shuck Cancer print collateral, event signage, social media pages, e-blasts & event website
- 1 Facebook, Instagram & LinkedIn mention
- VIP check-in at Shuck Cancer*
- Opportunity to provide promotional materials for guests
- Employee engagement opportunities
- 2 tickets to the Meet the Pearls event in October 2024
- 8 patron tickets to the Shuck Cancer event with reserved tabletop seating*

**Shuck Cancer sponsors will be granted VIP early access to the event at 6:30pm, 30 minutes before the general public*

**Deadline to maximize Shuck Cancer sponsor benefits is October 4, 2024*

SPONSOR OPPORTUNITIES



Exclusive Promotional Sponsorship Opportunities

Targeted support of specific event needs in exchange for branding recognition *Limited to one per level

☐ 'MEET THE PEARLS' KICKOFF PARTY SPONSOR (1) | \$15,000

- Logo recognition as 'Meet the Pearls' Kickoff Party Sponsor featured on event promotional pieces, including but not limited to:
 - Event website with link to company website
 - Event marketing collateral – save the dates, invitations (3,000+), e-blasts, table tents at event
- Opportunity for employees to volunteer for registration and setup at event
- Plus receive all Charbroiled Sponsor benefits

☐ BUBBLE AND CAVIAR BAR SPONSOR (1) | \$12,500

- Exclusive logo recognition featured on prominent Bubble and Caviar Bar with bubble machine, caviar bumps, champagne, and luxury furniture
- Opportunity to supply champagne and caviar at Bubble and Caviar Bar
- Recognition as Bubble and Caviar Bar Sponsor on Shuck Cancer Houston website with link to company website, event signage and program
- Plus receive all Charbroiled Benefits

☐ STAGE SPONSOR (1) | \$10,000

- Exclusive logo recognition featured on event stage
- Recognition as Stage Sponsor on Shuck Cancer Houston website with link to company website, event signage and program
- Plus receive all On the Half Shell Sponsor benefits

☐ MISSION TUNNEL SPONSOR (1) | \$10,000

- Exclusive logo recognition featured on or around Mission Tunnel; this night of activation gives supporters and night of guests an opportunity to donate and recognize a loved one affected by cancer
- Logo included on all Mission Tunnel presale communications
- Recognition as Mission Tunnel Sponsor on Shuck Cancer Houston website with link to company website, event signage and program
- Plus receive all On the Half Shell Sponsor Benefits

☐ PHOTOBOOTH SPONSOR (1) | \$7,500

- Logo recognition as Photobooth Sponsor featured at Shuck Cancer Houston event, event website with link to company website, eblasts, event signage and program
- Logo included on 360 photobooth and roaming frame images
- Plus receive all On The Half Shell Sponsor benefits

SPONSOR OPPORTUNITIES



Exclusive Promotional Sponsorship Opportunities

Targeted support of specific event needs in exchange for branding recognition *Limited to one per level

☐ SPARKLE BAR SPONSOR (1) | \$7,500

- Exclusive logo recognition featured on face glitter and gem artist Sparkle Bar station
- Recognition as Sparkle Bar Sponsor on Shuck Cancer Houston website with link to company website, event signage and program
- Plus receive all On the Half Shell Sponsor Benefits

☐ VALET SPONSOR (1) | \$7,500

- Logo recognition as Valet Sponsor featured on event promotional pieces, including valet stand, car mirror hangers, and water bottles at valet stand
- Event website with link to company website, eblasts, event signage and program
- Plus receive all On The Half Shell Sponsor benefits

☐ REGISTRATION SPONSOR (1) | \$5,000

- Logo recognition on registration tables for guest check-in, event website with link to company website, eblasts, event signage and program, and all email communications sent to Shuck Cancer Houston event volunteers
- Buttons for all registration volunteers with your logo
- Opportunity for your employees to volunteer at registration the night of the event
- Plus receive all Pearl Sponsor benefits

☐ PRINT SPONSOR (1) | \$5,000

- Logo recognition as Print Sponsor featured on event website with link to company website & event marketing collateral – Sponsor posters, print materials
- Plus receive all Pearl Sponsor benefits

☐ NAPKIN SPONSOR (1) | \$5,000

- Logo recognition on beverage napkins at Shuck Cancer Houston event, event website with link to company website, eblasts, event signage and program
- Plus receive all Pearl Sponsor benefits

☐ OYSTER SHOOTER BAR SPONSOR (1) | \$2,500

- Exclusive logo recognition featured on prominent Oyster Shooter Bar
- Opportunity to supply oysters and vodka for Oyster Shooter Bar
- Recognition as Oyster Shooter Bar Sponsor on Shuck Cancer Houston website with link to company website, event signage and program

Sponsor Form



Sponsor (as it should appear on all printed materials)

Contact Name

Email

Phone

Address

City

State

Zip

I/We Enclose: \$ _____ Please make checks payable to the American Cancer Society

\$ _____ Please charge my Visa Mastercard AMEX Discover

Name on Card

Credit Card Number

Exp. Date

CVW#

Signature

How do you want to help?

- \$50,000 Title Sponsor
- \$25,000 Presenting Sponsor **SOLD OUT**
- \$15,000 Rockefeller Sponsor
- \$10,000 Charbroiled Sponsor
- \$5,000 On The Half Shell Sponsor
- \$2,500 Pearl Sponsor
- Other Amount _____
- \$150 Individual ticket _____ number of tickets

Exclusive Sponsorship Opportunities

- \$15,000 'Meet the Pearls' Kickoff Party Sponsor (1)
- \$12,500 Bubble and Caviar Bar Sponsor (1)
- \$10,000 Stage Sponsor (1)
- \$10,000 Mission Tunnel Sponsor (1)
- \$7,500 Sparkle Bar Sponsor (1)
- \$7,500 Photobooth Sponsor (1)
- \$7,500 Valet Sponsor (1)
- \$5,000 Registration Sponsor (1)
- \$5,000 Print Sponsor (1)
- \$5,000 Napkin Sponsor (1)
- \$2,500 Oyster Shooter Bar Sponsor (1)

*Please refer to the enclosed sponsor opportunities description for more details on benefits of sponsorship

*Shuck Cancer Sponsor Deadline to Maximize Print Benefits – October 4, 2024

You may also register online at www.shuckcancerhouston.org

For additional information, please contact
Clara Orlean | 713.706.5676 | clara.orlean@cancer.org
701 N. Post Oak Rd, Suite 210, Houston, TX 77024

The American Cancer Society cares about your privacy and protects how we use your information. For more information or to view our full Privacy Statement, visit cancer.org/privacy.

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