



NIGHT
OF THE
STARS

A CELEBRATION OF HOPE

HOSTED BY

COACH MIKE BREY

MONDAY, AUGUST 5, 2019

JOYCE CENTER AT PURCELL PAVILION
UNIVERSITY OF NOTRE DAME



Night of the Stars
Coaches vs. Cancer - A Celebration of Hope
Hosted by Coach Mike Brey

Coach Mike Brey, head coach of the University of Notre Dame's men's basketball team, has been an unwavering supporter of the American Cancer Society for over 24 years, beginning with his coaching career at the University of Delaware. Since coming to the University of Notre Dame in 2001, Coach Brey has raised over \$3.2 million for Coaches vs. Cancer (CvC) – bringing his CvC career total to over \$3.3 million – all funds supporting the life-saving mission of the American Cancer Society! And we aren't stopping there.

Today we ask you to join Coach Brey's cancer-fighting team and support the annual Coaches vs. Cancer Night of the Stars on August 5, 2019. This amazing evening promises to be one that you will never forget. Join us as we celebrate and honor extraordinary individuals who are making significant contributions to our lifesaving mission to end cancer. Guests will enjoy a formal dinner, a lively auction of one-of-a-kind items, and a program that promises to inspire.

Coaches vs. Cancer

For the past 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy – cancer. Through fundraising and education initiatives, the Coaches vs. Cancer program has supported the American Cancer Society in improving and saving lives from cancer in the US and worldwide. Since 1993, coaches have raised more than \$110 million for the American Cancer Society.

American Cancer Society

Our mission is simple. Save lives and celebrate – 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 in the US has triggered a 26% decline in cancer mortality over the past two decades, but we can't stop there. Over 1.7 million new cancer cases are expected to be diagnosed in the United States in 2019, and more than 609,000 Americans will lose their battle—that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

**Night of the Stars
2019 Honorees**

Hope Award

Dr. Nonyem Onujiogu, MD
Gynecologic Oncologist
Memorial Regional Cancer Center

Inspiration Award

Scott McIntyre

Dedication Award

Beth Wrobel
CEO
HealthLinc Community Health Centers

Innovation Award

Dr. Barbara Schmidtman, MD and Brendon Beede
Marie Yeager Cancer Center
Lakeland Health

Lifetime Achievement Award

Dr. Edward DelleDonne, MD
General and Vascular Surgery

Sponsorship Opportunities

Presenting Sponsor—\$25,000

- Exclusive event naming rights (ex: “Coaches vs. Cancer Night of the Stars, presented by XXX” and “Coaches vs. Cancer Golf Classic, presented by XXX”)
- Two (2) foursomes at the Coaches vs. Cancer Golf Classic on August 6, 2019 at Blackthorn Golf Club
- Preferred seating with two (2) tables (a total of 20 tickets) to Night of the Stars on August 5, 2019
- Twenty (20) tickets to the VIP Reception, prior to Night of the Stars, on August 5, 2019 at the brand-new practice facility, Rolfs Sports Recreational Center
- Prominent logo placement on all golf event apparel
- Substantial media package with our media partners (radio and television)
- Lead recognition on mailed save-the-dates to over 1,000 households (commitment must be before 3/1/19)
- Lead recognition on the Night of the Stars mailed invitation to over 1,000 households (commitment must be before 6/28/19)
- Full-page, full-color inside cover advertisement in the night-of-program
- Prominent logo recognition at both events via signage and A/V
- Prominent logo placement on all websites and social media platforms
- Opportunity to have preferred on-course presence at the golf tournament (restrictions apply)
- Premium golf carts & personal beverage service at the golf tournament
- VIP event parking at Night of the Stars (some limitations may apply)
- Framed photograph of sponsor’s guests at event with Coach Brey (presented post-event)
- Personalized autographed basketball from Coach Mike Brey

Ring of Honor Sponsor—\$20,000

- Two (2) foursomes at the Coaches vs. Cancer Golf Classic on August 6, 2019 at Blackthorn Golf Club
- Preferred seating with one (1) table (a total of 10 tickets) to Night of the Stars on August 5, 2019
- Lead sponsor of the VIP Reception, prior to the Night of the Stars, on August 5, 2019
- Ten (10) tickets to the VIP Reception, prior to the Night of the Stars, on August 5, 2019 at the brand-new practice facility, Rolfs Sports Recreational Center
- Opportunity to welcome guests from the podium at the VIP Reception
- Prominent signage with logo recognition at the VIP Reception
- Substantial media package with our media partners (radio and TV)
- Top-line recognition on mailed save-the-dates to over 1,000 households (commitment must be before 3/1/19)



- Top-line recognition on the Night of the Stars mailed invitation to over 1,000 households (commitment must be before 6/28/19)
- Full-page, full-color back cover advertisement in the night-of-program
- Prominent logo recognition at both events via signage and A/V
- Prominent logo placement on all websites and social media platforms
- Opportunity to have on-course presence at the golf tournament (restrictions apply)
- VIP event parking at the Night of the Stars (some limitations may apply)
- Framed photograph of sponsor's guests at event with Coach Brey (presented post-event)
- Personalized autographed basketball from Coach Mike Brey

Championship Sponsor—\$15,000

- Two (2) foursomes at the Coaches vs. Cancer Golf Classic on August 6, 2019 at Blackthorn Golf Club
- One (1) table (a total of 10 tickets), to Night of the Stars on August 5, 2019
- Ten (10) tickets to the VIP Reception, prior to the Night of the Stars, on August 5, 2019 at the brand-new practice facility, Rolfs Sports Recreational Center
- Inclusion in our media package with our media partners (radio and television)
- Recognition on mailed save-the-dates to over 1,000 households (commitment must be before 3/1/19)
- Recognition on the Night of the Stars mailed invitation to over 1,000 households (commitment must be before 6/28/19)
- Half-page advertisement in the night-of-program
- Logo recognition at both events via signage and A/V
- Logo placement on all websites and social media platforms
- Opportunity to have on-course presence at the golf tournament (restrictions apply)
- Personalized autographed basketball from Coach Mike Brey

Final Four Sponsor—\$7,500

- One (1) foursome at the Coaches vs. Cancer Golf Classic on August 6, 2019 at Blackthorn Golf Club
- One (1) tables (a total of 10 tickets), to the Coaches vs. Cancer Night of the Stars on August 5, 2019
- Ten (10) tickets to the VIP Reception, prior to the Night of the Stars, on August 5, 2019 at the brand-new practice facility, Rolfs Sports Recreational Center
- Top-line recognition on mailed save-the-dates to over 1,000 households (commitment must be before 3/1/19)
- Top-line recognition on the Night of the Stars mailed invitation to over 1,000 households (commitment must be before 6/28/19)
- Quarter-page advertisement in the night-of-program
- Logo recognition at both events via signage and A/V



- Logo placement on all websites and social media platforms
- Opportunity to have on-course presence at the golf tournament (restrictions apply)
- Personalized autographed basketball from Coach Mike Brey

Elite Eight Sponsor—\$5,000

- One (1) foursome at the Coaches vs. Cancer Golf Classic on August 6, 2019 at Blackthorn Golf Club
- Six (6) tickets to the Coaches vs. Cancer Night of the Stars on August 5, 2019
- Recognition on mailed save-the-dates to over 1,000 households (commitment must be before 3/1/19)
- Recognition on the Night of the Stars mailed invitation to over 1,000 households (commitment must be before 6/28/19)
- Eighth-page advertisement in the night-of-program
- Logo recognition at both events via signage and A/V
- Logo placement on all websites and social media platforms

Sweet Sixteen Sponsor—\$2,500

- Four (4) tickets to the Coaches vs. Cancer Night of the Stars on August 5, 2019
- Eighth-page advertisement in the night-of-program
- Logo recognition at both events via signage and A/V
- Logo placement on all websites and social media platforms

Table Purchase Only (no marketing benefits)—\$2,000

- One (1) table (a total of 10 tickets), to the Coaches vs. Cancer Night of the Stars on August 5, 2019

Underwriting Opportunities & Benefits

Departure Gift Sponsor—\$5,000

- Opportunity to provide a departure gift with your logo, given to all guests who leave the event
- Six (6) tickets to the Coaches vs. Cancer Night of the Stars on August 5, 2019
- Company listed as an Underwriter in night-of event program
- Eighth-page advertisement in the night-of-program
- One (1) social media mention

Mobile Bidding Sponsor—\$2,500

- Logo recognition at the event registration table
- Two (2) tickets to the Coaches vs. Cancer Night of the Stars on August 5, 2019
- Company listed as an Underwriter in night-of event program

Contact

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www.cvcnightofthestars.org



ABOUT COACHES VS. CANCER

The Coaches vs. Cancer program 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 nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than \$115 million for the American Cancer Society.

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