



August 19, 2020

Dear [INSERT NAME],

We are the 2020 co-chairs of the Tri State Chapter of CEOs Against Cancer and we are proud to lead this group of regional leaders in the fight for a world without cancer. This year is certainly not what any of us envisioned and each of us have our own unique challenges both in life and in business as we navigate the pandemic. We hope that you, your family and colleagues are healthy and well.

To start, we want to thank you for your consideration of support for the American Cancer Society. This year, funding is [more critical than ever](#) to ensure breakthroughs in research are not lost, to preserve a generation of science, and to give everyone equal opportunity to beat cancer. Since 2015, we have funded 10 innovative researchers and projects to fight for better treatments, earlier detection and clearer understanding of this terrible disease. In 2020, we are emphasizing funding to increase health equity so that social determinants don't decide a person's cancer diagnosis or outcome.

We are excited to announce that we will host our 6th Annual Advancing the Breakthrough event virtually on October 9th and we would love for you to join us! Whether that be from your office, couch, bed or backyard – we have curated an exciting program of empowering messages from us and fellow leaders, our funded researchers and celebrity musical performances and shout outs – and most importantly those who will directly benefit from this critical work. Your investment to continue this work would mean the world to us during these uncertain times. **Can we count on you as a sponsor for 2020?** Sponsorship opportunities listed on accompanying page.

We are asking you personally for your support, because there has never been a point in American Cancer Society history, that they have needed us all more. As a direct result of COVID-19, their flagship research program, which funds innovative research at its most critical stage, is at risk and it means more than just the science. We are fighting for a future where cancer diagnoses decrease, and life expectancies increase; where affordable, high-quality treatments move from lab to bedside quickly and where there is no such thing as terminal cancer.

Thank you again, for your commitment and further consideration of these investment opportunities. If you have any questions, please do not hesitate to reach out to Victoria LeMay at victoria.lemay@cancer.org or 413.244.6761.

Please join us in advancing breakthroughs and leading the fight for a world without cancer.

Sincerely,

A handwritten signature in black ink that reads "Gina K. Clark".

Gina K. Clark
Executive Vice President & Chief Communications &
Administration Officer, AmerisourceBergen
President, AmerisourceBergen Foundation

A handwritten signature in black ink that reads "Daniel R. Tropeano".

Daniel R. Tropeano
Chief Executive Officer
UnitedHealthcare of Pennsylvania & Delaware



2020 Advancing the Breakthrough Investment Opportunities

Count Me In! I want to do more for cancer patients, now when the need is greatest

All sponsorship levels will receive recognition during virtual content* relative to their giving level as well as catering options and special gifts from our partners at Di Bruno Bros.**

Breakthrough Sponsor \$100,000

Instead of a concert for 15, we choose to lead the fight for a world without cancer

Discovery Sponsor \$50,000

Instead of premier tables up-front, we choose life-saving cancer research grants

Pioneer Sponsor \$25,000

Instead of gourmet food and wine, we choose providing critical cancer information to those who need it

Laureate Sponsor \$15,000

Instead of an exclusive night out, we choose funding free rides to cancer treatment

Innovation Sponsor \$10,000

Instead of working the room, we choose funding a free home away from home for cancer patients

Exploration Sponsor \$5,000

Instead of event tickets, we choose education for cancer prevention and early detection

Investigation \$2,500

Instead of a program ad, we choose to unite against all cancers

*Viewing opportunities will be made available to all partners, their employees and network affiliates.

**Limitations apply and are subject to sponsor level and delivery address