

Advancing The Break through

Sponsorship & Engagement Toolkit

Cancer won't stop.
Neither can we.



CEOs AGAINST CANCER
TRI STATE CHAPTER

Presented by



Thank you for partnering with us...

We are incredibly grateful for your generous support of our mission as we all face these extraordinary times. As a direct result of COVID-19, deep cuts to our research funding could mean a generation of cancer research lost. As a 2020 sponsor, we are excited to provide this toolkit for you to use to help us spread the word, increase engagement and maximize *your* benefits for **Advancing the Breakthrough**

Thank you,
Victoria LeMay

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Engage your employees

What does this look like?

- Invite employees to join the event on October 9th
- Host a virtual company watch party
- Offer a company match of employee donations to the event

Resources to help you:

- [Customizable email template](#)
- [Virtual watch party how-to](#)
- [Commitment form for company match](#)

Engage your professional network

What does this look like?

- Extend sponsorship opportunities to others within your network who may want to support Advancing the Breakthrough
- Make introductions for ACS to extend opportunities directly

Resources to help you:

- [Outreach email template](#)
- [Letter from our Co-Chairs](#)
- [Sponsorship Brochure](#)
- To make a connection, send an email and copy Victoria (victoria.lemay@cancer.org)

Copy > Paste > Post. *Promotional Messages*

For an image to include in your post [click here](#). Use #advancingthebreakthrough #attackingcancer

LinkedIn: For company page: This year, we are prouder than ever to be supporting the American Cancer Society and Advancing the Breakthrough! For the first time in its 100-year history, their mission to save lives and reduce cancer mortality is at risk because of the effects of COVID-19. Please join our company in preserving a generation of cancer research by visiting ceosagainstcancertri.org/event.

For an individual's page: This year, I am prouder than ever to be supporting the American Cancer Society and Advancing the Breakthrough! For the first time in its 100-year history, their mission to save lives and reduce cancer mortality is at risk because of the effects of COVID-19. Please join me in preserving a generation of cancer research by visiting ceosagainstcancertri.org/event.

Facebook: Join me in preserving a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

Twitter: You can help preserve a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

Instagram: You can help preserve a generation of cancer research by supporting Advancing the Breakthrough, a digital experience event hosted by the Tri State Chapter of CEOs Against Cancer! Visit ceosagainstcancertri.org/event to learn more.

Engage your personal network

What does this look like?

- Invite people to match your personal donation or to donate their own amount in your honor
- Make introductions for ACS to extend opportunities directly
- Set a personal goal and ask people to contribute to help you reach it

Resources to help you:

- [Outreach email template](#)
- [Letter from our Co-Chairs](#)
- To make a connection, send an email and copy Victoria (victoria.lemay@cancer.org)

Additional Mission Information

<https://www.ceosagainstcancertri.org/funding>

WE ARE FIGHTING FOR A FUTURE WHERE

cancer diagnoses
decrease and life
expectancies
increase

everyone has a fair and
just opportunity
to survive cancer

affordable, high-
quality treatments
move from lab to
bedside quickly

there is no such
thing as terminal
cancer

\$4.9B

invested in research since 1946

49 Nobel Prize winners
funded by the American
Cancer Society

WE ARE CURRENTLY SUPPORTING MORE THAN

650 grants at
institutions across
the country

65 full-time researchers on staff at
the American Cancer Society

APPROXIMATELY

1/3 of all beginning cancer
researchers are funded by the
American Cancer Society

2/3 of all directors of
National Cancer
Institute-designated
cancer centers were
once ACS grantees

32K+

grants since 1946

85% of researchers funded
by the American Cancer
Society stay in research

73% likelihood of receiving
National Institutes of Health
funding as a past grantee of
the American Cancer Society

You're invited to join us at the



CEOs AGAINST CANCER
TRI STATE CHAPTER

VIRTUAL
6th Annual

Advancing the Breakthrough

Hosted by the Tri State Chapter of CEOs Against Cancer

Tune in Friday, October 9th at 7pm

ceosagainstcancertri.org/watch

Have additional questions or
want to discuss
personalization of outreach?

Contact Victoria LeMay at
413.244.6761 or
victoria.lemay@cancer.org



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