



CEOs AGAINST CANCER®



Advancing the Breakthrough 2019

Hosted by

Tri State Chapter of CEOs Against Cancer
Friday, October 4th
Newtown Square, PA

Presented by


AmerisourceBergen®



Jim was given 6 months to live.
That was more than 25 years ago.

Jim is proof. Proof that new research is impacting lives directly. Research is the key reason that cancer is no longer a death sentence. The American Cancer Society is funding the scientists who are saving lives.

Join us as a leader in breakthrough cancer research.



Supporting research for life

Your efforts and advocacy have changed the lives of these 8 cancer researchers. They will now impact the lives of others through their life-saving research.

Since 2015, Advancing the Breakthrough has directly funded the research projects below .



Dr. Alexander Perl

University of Pennsylvania

Targeting Oncogenic Signal
Transduction in Adult Ph-like ALL



Dr. Mingfeng Bai

Vanderbilt University Medical Center

Translocator Protein-targeted
Photodynamic Therapy for Ovarian Cancer



Dr. Dan Erkes

Jefferson University Hospital

The Impact of Bromodomain and
Extraterminal Region Inhibitors on Melanoma



Dr. Michael Hasset

Dana Farber Cancer Institute

Disparities in Recurrence for Breast,
Lung, and Colorectal Cancer Patients



Dr. Stephanie Smith

St. Jude Children's Research Hospital

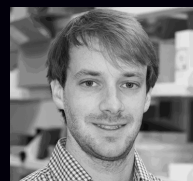
Improving Radiotherapy for Medulloblastoma
via Advanced Preclinical Trials



Dr. Jolanta Gembrecka

University of Michigan

Targeting Menin as a Treatment in
High HOXA Acute Leukemias



Dr. John Krais

Fox Chase Cancer Center

Examining the Role of RNF168 in
BRCA1 Mutant Breast Cancer



Dr. Nina Bertaux-Skeirik Steele

University of Michigan

Therapeutic Modulation of Hedgehog
Signaling in Pancreatic Cancer



Compassion. It's what we're made of.

Partnership opportunities

Presenting sponsor



Breakthrough sponsor

\$100,000

Participation benefits

- » 16 attendees with Tier II premier seating
- » 4 invitations to our pre-event VIP reception

Recognition benefits

- » Logo recognition on event invitation
- » Logo and full-page ad in event program book
- » Verbal recognition from podium
- » Logo on night-of-event signage
- » Logo on main step and repeat

Discovery Sponsor

\$50,000

Participation benefits

- » 12 attendees with Tier II premier seating
- » 4 invitations to our pre-event VIP reception

Recognition benefits

- » Logo recognition on event invitation and website
- » Logo and half page ad in event program book
- » Verbal recognition from podium
- » Logo on night-of-event signage
- » Logo on main step and repeat

Pioneer sponsor

\$25,000

Participation benefits

- » 8 attendees with Tier III premier seating
- » 2 invitations to our pre-event VIP reception

Recognition benefits

- » Logo recognition on event invitation and website
- » Verbal recognition from podium
- » Logo on night-of-event signage

Laureate sponsor

\$15,000

Participation benefits

- » 6 attendees

Recognition benefits

- » Text recognition in event program book
- » Business card ad in event program book
- » Podium recognition
- » Text recognition on night-of-event signage

Innovation sponsor

\$10,000

Participation benefits

- » 4 attendees

Recognition benefits

- » Business card ad and text recognition in event program book
- » Text recognition on night-of-event signage

Exploration sponsor

\$5,000

Participation benefits

- » 2 attendees

Recognition benefits

- » Text recognition in event program book

Investigation sponsor

\$2,500

Participation benefits and recognition benefits

- » 1 attendee
or
- » Business card ad in event program book

* All event collateral recognition will be digital, except for night of event signage.

Tables will be seated for 4 to 5 guests but will be grouped together for sponsorships.



Beating cancer takes every approach, every idea, and every person.

In the past 4 years, we have raised more than \$3.1 million dollars to advance breakthroughs in cancer research. Our 5th Annual Advancing the Breakthrough event will be held Friday, October 4, 2019 at The Carriage Barn at Liseter, a Toll Brothers Community with more than 200 of the tri-state area's top business, community and philanthropic leaders in attendance.

For more information

Please contact the American Cancer Society
Victoria LeMay
victoria.lemay@cancer.org
(215) 985-5305
www.ceosagainstcancertri.org/event

Join us for an incredible evening with gourmet food and a private musical performance by Gavin DeGraw, while helping us make a world free from cancer a reality.



Facts that fuel us

Partnering with the American Cancer Society and the Tri State Chapter of CEOs Against Cancer can bolster your company's reputation and demonstrate your commitment to serving the community.

Be a catalyst and help move us one step closer to a world free from cancer by uniting with us against all cancer types at Advancing the Breakthrough.



Americans believe that cancer is the single most important health problem that they face.



1.8 million

Approximate number of new cancer cases expected to be diagnosed in the United States this year.

95%

Level of brand awareness identifying American Cancer Society as the leader in the fight against cancer.

> 606,880

Number of Americans who will lose their battle with cancer this year (more than 1,600 people per day).

74%

Percentage of consumers likely to support a partner associated with American Cancer Society.

Hosted by the American Cancer Society Tri State Chapter of CEOs Against Cancer

Co-Chairs

[Steve Collis](#)

Chairman, President & Chief Executive Officer, AmerisourceBergen

[Douglas C. Yearley, Jr.](#)

Chairman & Chief Executive Officer, Toll Brothers

Members

[Joseph H. Capper](#), President & Chief Executive Officer, BioTelemetry, Inc.

[Kent Gushner](#), President, Boyds Philadelphia

[Daniel K. Fitzpatrick, CFA](#), President, Citizens Bank, Mid Atlantic Region

[Michael J. Heller](#), President & Chief Executive Officer, Cozen O'Connor

[William Mignucci, Jr.](#), President, Di Bruno Bros.

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[David Pernock](#), Eagle Pharmaceuticals, President & Chief Commercial Officer

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