



Fall 2022

Sponsorship Opportunities

CONTACT US

Rock Chalk, Jayhawk!
For more information about the
University of Kansas Tipoff
or the Board of Ambassadors, please
contact the American Cancer Society:

Angela Smith , Sr. Development Manager
m: 816.898.7258
e: angela.smith@cancer.org
w: www.cvckcseasonstipoff.org

**Please note: Date, location, and format could change due to local and CDC COVID-19 guidelines and restrictions.*



UNIVERSITY OF KANSAS: ROCK CHALK TIPOFF

The American Cancer Society invites you to join us for the inaugural Coaches vs Cancer: University of Kansas Rock Chalk Tipoff. Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. Coaches vs. Cancer leverages the personal experiences, community leadership, and professional excellence of coaches and communities nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, Coaches vs. Cancer programs have raised more than \$140 million for the American Cancer Society.

The inaugural Coaches vs Cancer: University of Kansas Rock Chalk Tipoff will be held in the Fall of 2022. This evening will draw in prominent individuals and KU fans from Lawrence and Kansas City's business and philanthropic community and will feature live and silent auctions, honorary tributes, an extraordinary coaches panel and more! Please find enclosed detailed information on the various sponsorship and support opportunities. On behalf of our 2022 Board of Ambassadors and the entire Coaches vs. Cancer Board, we thank you for your consideration in supporting this important and life-saving event.



2022 BOARD OF AMBASSADORS

Rob Sweatt, Chair | Lockton Companies
Seth Alberg | K-State Sports Properties
Kara Cramer | BKD CPAs & Advisors
John Elmore
Jerry Darnaby | HUB International
Dan Dieso | Cerner
Mark Dreitzler | Cerner
Matt Flynn | U.S. Bank

Greg Gurley | University of Kansas Athletics
Tom Jones
Brad Loos | University of Missouri Athletics
Scott Sherry | JE Dunn Construction
Darcy & Lindsey Stewart | JE Dunn Construction
Todd Sutherland
Jarrett Sutton | New Orleans Pelicans
Mark Whitlow | Office Products Alliance

OUR 2022 KU COACHES PANEL

We are proud to call these coaches our partners and are so grateful for their commitment to the fight against cancer!



BILL SELF
KU Head Men's
Basketball Coach
2003 - Current



TBD - Special Guest



TBD - Special Guest

PREMIER SPONSORSHIPS

Join forces with the elite college basketball program surrounding KU Basketball for one cause - saving lives from cancer.



PRESENTING SPONSOR | \$10,000

National Champion Sponsor

As the Presenting Sponsor of the Rock Chalk Tipoff, you will receive: Exclusive recognition as the Presenting Sponsor, inclusion in all event communications, logo/name displayed prominently on event website and at event, verbal recognition as the Presenting Sponsor at event, a full page ad in the event program, and seating for 24 with 24 VIP passes.



FINAL FOUR | \$7500

Premier Sponsor

As a Premier Final Four Sponsor of the Rock Chalk Tipoff, you will receive: Logo/name displayed prominently on event website and at event, verbal recognition as a final four sponsor at event, a full page ad in the event program, and seating for 16 with 16 VIP passes.



ELITE EIGHT | \$5,000

Premier Sponsor

As a Premier Elite Eight Sponsor of the Rock Chalk Tipoff, you will receive: Logo/name displayed on event website and at event, a half-page ad in the event program, and seating for 8 with 8 VIP passes.



SWEET SIXTEEN | \$2,500

Premier Sponsor

As a Premier Sweet Sixteen Sponsor of the Rock Chalk Tipoff, you will receive: Logo/name displayed on event website and at event, a half-page ad in the event program, and seating for 8.



MARCH MADNESS | \$1,000

Premier Sponsor

As a Premier March Madness Sponsor of the Rock Chalk Tipoff, you will receive: Logo/name displayed on event website and at event, and seating for 8.

EXCLUSIVE SPONSORSHIPS

Other Exclusive Sponsorship Opportunities may be available. Please reach out to your American Cancer Society staff partner, Angela Smith, for more details.



MOBILE BIDDING | \$7,500

Co-Sponsorships Available

Exclusive recognition as the mobile bidding sponsor with logo/name on every mobile device used for the auction throughout the event. Includes seating for 8, plus 8 VIP passes.



FOOD STATIONS | \$2,500

Exclusive Sponsor

With this highly visible option, you will have your name/logo featured at each gourmet food station at the event. Includes seating for 8.



VIP AREA | \$5,000

Exclusive Sponsor

Recognition in the VIP Area with logo/name on signage as the exclusive VIP Area Sponsor. Includes seating for 8, plus 8 VIP passes.



DECOR & CENTERPIECES | \$2,500

Exclusive Sponsor

With this highly-visible option, you will have your name/logo featured on every table centerpiece at the event! Includes seating for 8.



LANYARD | \$2,500

Exclusive Sponsor

Opportunity to print name/logo on lanyards for every attendee to wear at the event. Logo/name also recognized on event website & event program. Includes seating for 8.



PHOTO BOOTH | \$1,500

Exclusive Sponsor

Your name/logo will be included where all the fun happens - the photo booth station! Logo/name also recognized on event website & in event program. Includes seating for 8.

UNDERWRITING OPPORTUNITIES

These specific opportunities do not include seats at the event and would be 100% tax deductible.



BAR & BEVERAGE SPONSOR | \$5,000

With this sponsorship you will help select the perfect drink to get the party started & have your name/logo featured at every bar. Logo/name also recognized on event website & in event program.



DESSERT SPONSOR | \$1,500

With this highly-visible option, your name/logo will be featured on the dessert table and you will help us select the perfect sweet treat! Logo/name also recognized on event website & in event program.

SPONSORSHIP AGREEMENT FORM

Corporate sponsorship of the American Cancer Society's Rock Chalk Tipoff presents a unique opportunity to reach a wide cross-section of people who are active in the community, while contributing to the fight against cancer. Through corporate sponsorship, you will lead the way in helping to diminish suffering from cancer, raise awareness of cancer prevention, foster innovation and inspire generosity until a cure is found.

SPONSORSHIP

Please select your sponsorship commitment(s):

PREMIER SPONSORSHIPS

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$25,000 | <input type="checkbox"/> VIP Table Captain Sponsor | \$4,500 |
| <input type="checkbox"/> Final Four Sponsor | \$15,000 | <input type="checkbox"/> March Madness Sponsor | \$2,500 |
| <input type="checkbox"/> Elite Eight Sponsor | \$10,000 | <input type="checkbox"/> Table Captain Sponsor | \$1,500 |
| <input type="checkbox"/> Sweet Sixteen Sponsor | \$5,000 | | |

EXCLUSIVE SPONSORSHIPS

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> Mobile Bidding Sponsor | \$15,000 | <input type="checkbox"/> Food Stations Sponsor | \$6,000 |
| <input type="checkbox"/> VIP Area Sponsor | \$10,000 | <input type="checkbox"/> Decor & Centerpieces Sponsor | \$3,000 |
| <input type="checkbox"/> Lanyard Sponsor | \$5,000 | <input type="checkbox"/> Photo Booth Sponsor | \$2,500 |

UNDERWRITING OPPORTUNITIES

- | | |
|---|---------|
| <input type="checkbox"/> Bar & Beverage Sponsor | \$5,000 |
| <input type="checkbox"/> Dessert Sponsor | \$2,000 |

CONTACT & PAYMENT INFORMATION

We will fulfill this commitment by:

- ☐ Check (payable to the American Cancer Society)
- ☐ Credit Card
- ☐ Invoice

Company / Individual Name: _____

*This listing will appear in printed materials

Contact Name: _____ Address: _____

Phone: _____ Email: _____

Logo / Artwork Contact: _____

Phone: _____ Email: _____

SUBMIT FORM

Please scan, email or mail this form to:
 Angela Smith | American Cancer Society
 Angela.Smith@cancer.org | PO Box 171335 | Kansas City, KS 66117

*An American Cancer Society staff member will contact you once this form is received to acquire guest names.

Event sponsorship and underwriting contributions are subject to the Terms and Conditions available at <https://www.cancer.org/about-us/policies/terms-event-sponsorship-underwriting.html> and incorporated herein by this reference.