

FIFTH ANNUAL
CINCINNATI



AN AMERICAN CANCER
SOCIETY GALA
APRIL 21, 2018

Dear Business Leaders and Friends,

Cincinnati's American Cancer Society signature gala, the Discovery Ball, will be held on April 21, 2018 at Fueled Collective. We are privileged to be event chairs for this special night and humbled to be honoring Ken Schappell, a personal friend. The event will raise funds in support of the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer.

Cancer has touched our lives. One of us is a survivor. It is startling when you realize that identifying an honoree is only a problem because you personally know too many people who should be honored. **We must do better in our fight against cancer!**

The 2018 Discovery Ball, with an uplifting theme of "Fly Me to the Moon...", is about new beginnings— a brand new venue and a new format. We will be offering sponsorships for the event, which will include **private gathering areas for your special guests, including signage**. We will also be hosting an **After Party** to allow young professionals in our community the opportunity to participate in this battle against cancer. More specific sponsorship details are enclosed.

Please join us in this fight against cancer! This distinguished event will be open to over 400 members of the Cincinnati community, offering an effective way to reach diverse networks of individuals, all while helping to make a huge impact in this fight. Funds raised will be used to support the mission of the American Cancer Society, including locally-funded cancer research, education, advocacy and patient services.

Questions can be directed to Jennifer Karpanty at 888.227.6446, ext. 4211 or jennifer.karpanty@cancer.org. We hope to see you there!

Beth Ewing and Heather Herr

Co-Chairs 2018

Sarah Haucke

Sponsor Chair 2018

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Ken Schappell is the Honoree for this year's American Cancer Society's Cincinnati Discovery Ball. In April of 2016, Ken felt a bit disoriented after his daily morning workout and went to the hospital. In July of 2017, just fourteen months later, Ken succumbed to Glioblastoma, a form of brain cancer, at the age of 57.

Ken was married to his wife Karen for 38 years. They have three grown children (Kristina, Kevin and Jessica) and four beautiful grandchildren. Ken trained to become a welder and went to work in the steel mills of Pennsylvania. Soon, Ken decided he wanted to pursue a college degree. It took just two years to get his Bachelor's degree in Accounting from LaSalle, graduating at the head of his class. Ken then went to Wharton and completed his MBA in 1989. He accepted a job in the Finance area of Procter & Gamble and enjoyed a 28-year career, culminating as a Director.

Ken was a simple person. He didn't bother with trivial stuff, but rather applied relentless focus on what he believed to be important. The pinnacle of his focus was family. In the fourteen months he lived post-diagnosis, Ken's focus was on preparing Karen and his kids to be successful without him. While fighting it with all his might, Ken didn't dwell on the cancer. Rather, he spent as much time and energy as he could with his kids and grandkids. He dwelled for months over a bullet point list of the characteristics and actions he believed to deliver success that he could give to his children.

At Procter & Gamble, Ken was a leader and a coach who influenced countless young managers on how to do things right. There are close to 1200 members on the "Prayers for Ken Schappell" Facebook page that Jessica developed when Ken got sick, and countless posts on that page came from those young managers who recognized Ken as an invaluable influence on their career. He was also recognized in the Cincinnati Enquirer by Paul Daugherty as a man for whom kindness was innate.

Please join us at this year's gala as we honor Ken Schappell for the extraordinary life he led and the indelible contribution he made on us. Help us in the fight against cancer in his memory.



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PRESENTING GOTHAM SPONSOR - \$25,000

(Commitment needs to be made by January 15, 2018)

- Exclusive naming rights to the 2018 Discovery Ball Example: *Cincinnati Discovery Ball, an American Cancer Society gala, presented by "Company ABC"*
- Large private party room in the VIP Lounge, with seats for twenty (including After Party) & VIP gift bags
- Eight additional tickets to the After Party
- Table champagne
- Recognition as the Presenting Sponsor on all event collateral, press releases, and website
- Full page acknowledgement in the event program
- Presenting Sponsor banner displayed at the event
- Recognition as Presenting Sponsor on website and social media

LEAD EMPIRE STATE SPONSOR - \$20,000

(Commitment needs to be made by January 15, 2018)

- Large private party room in the VIP Lounge, with seats for sixteen (including After Party) & VIP gift bags
- Eight additional tickets to the After Party
- Table champagne
- Recognition as the Lead Empire State Sponsor on all event collateral, press releases, and website
- Full page acknowledgement in the event program
- Lead Sponsor banner displayed at the event
- Recognition as Lead Sponsor on website





TOP OF THE ROCK SPONSOR - \$15,000

(Commitment needs to be made by January 15, 2018)

- Mezzanine table in the VIP Lounge, with seats for fourteen (including After Party) & VIP gift bags
- Prime program seats
- Table champagne
- Recognition as a Top of the Rock Sponsor on all event collateral, press releases, and website
- Half page acknowledgement in the event program
- Top of the Rock Sponsor banner displayed at the event
- Recognition as sponsor on website and social media

THE MET AND BROADWAY SPONSORS - \$10,000 (2 available)

(Commitment needs to be made by January 15, 2018)

- Medium private party room in the VIP Lounge, with seats for twelve (including After Party) & VIP gift bags
- Table champagne
- Recognition as a sponsor on all event collateral, press releases, and website
- Quarter page acknowledgement in the event program
- Sponsor banner displayed at the event
- Recognition as sponsor on website and social media

THE AFTER PARTY SPONSOR - \$10,000

(Commitment needs to be made by January 15, 2018)

- Exclusive naming rights to the After Party
- Sixteen tickets to the After Party & VIP gift bags
- Recognition as the After Party Sponsor on all event collateral, press releases, and website
- Quarter page acknowledgement in the event program
- Sponsor banner displayed at the event
- Recognition as sponsor on website and social media

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CENTRAL PARK SPONSORS- \$5,000 (5 available)

- Access to the VIP lounge, with admission for ten (including After Party), designated cocktail table & VIP gift bags
- Table champagne
- Company name in event program and on-table signage
- Website and social media acknowledgement

GRAND CENTRAL SPONSORS- \$2,500 (10 available)

- Access to the VIP lounge, with admission for eight (including After Party) & VIP gift bags
- Company name in event program and on-table signage
- Website and social media acknowledgement

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SPONSOR LEVELS

| | |
|--|----------|
| Presenting Gotham Sponsor | \$25,000 |
| Lead Empire State Sponsor | \$20,000 |
| Top of the Rock Sponsor | \$15,000 |
| The Met and Broadway Sponsors | \$10,000 |
| The After-Party Sponsor | \$10,000 |
| Central Park Sponsors | \$5,000 |
| Grand Central Sponsors | \$2,500 |

SPONSOR INFORMATION

Please select category: Corporate Individual Foundation

Company name: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

PAYMENT INFORMATION

Send invoice to the address above.

Enclosed, please find a check payable to the American Cancer Society in the amount of \$_____

Please charge \$_____ to my credit card.

American Express Discover MasterCard VISA

Cardholder name: _____

Credit card number: _____ Exp. Date: _____

Signature: _____

Submit completed form and payment to:

American Cancer Society, Attn: Cincinnati Discovery Ball | 2808 Reading Rd., Cincinnati, OH 45206 |

For more information, contact:

Jennifer Karpanty, Coordinator | 888.227.6446, ext. 4211 | jennifer.karpanty@cancer.org |



How we save lives, celebrate lives, and lead the fight for a world without cancer in Ohio.

Here are just a few examples of how the American Cancer Society worked toward achieving our mission in 2016.



Supporting Cancer Survivors

- Helped **more than 1,400** women manage appearance-related side effects of treatment
- Provided **more than 4,800** special kits of tailored information and resources for newly diagnosed patients
- Provided **more than 1,700** wigs to cancer patients



Helping Cancer Patients Access Care

- Provided **more than 8,400** rides to treatment and other cancer-related appointments through our Road To Recovery[®] program
- Provided **more than 15,450** free nights at our Hope Lodge[®] communities, and **more than 1,100** free or reduced nights with our hotel partners, saving **more than \$2,490,000**
- Our patient navigators helped guide **nearly 2,400** newly diagnosed, underserved cancer patients to overcome barriers to care.



Offering Information and Education

- Our website, cancer.org, had **more than 1,996,300** visits from residents in our state and provided the latest, most accurate information on virtually all topics related to cancer.
- Our 24/7 helpline handled **more than 12,200** calls and live chats from residents in our state seeking support, information, and resources.



Finding Cancer's Causes and Cures

- As of March 2017, we are currently funding cancer research grants totaling **\$17,055,000**.



Providing Leadership and Education for the Health Care Community

- Worked with **more than 200** health care systems to help more people prevent cancer or find it early, provide patient and provider education, and improve care



Fighting Cancer through Public Policy

- Our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM, helped pass legislation that improves access to care, making it easier for patients to pick up prescriptions on the same day monthly and obtain 90-day supplies of maintenance medications.