



## 2013 Sponsorship Opportunities



THE OFFICIAL SPONSOR OF BIRTHDAYS.\*

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy and service.

The Camp Goodtimes Wine Auction is an exclusive benefit event that raises money to fund the American Cancer Society's Camp Goodtimes West, a week-long camp held twice a summer on Vashon Island for children in Western Washington and Alaska coping with cancer. In addition to Camp Goodtimes, the auction benefits the Cancer Survivor College Scholarship Program and Adventure Kayak Camp.

Approximately 250 children who have been personally affected by cancer, or have a sibling affected with cancer, will be enriched by the experience of attending camp with no cost incurred by their family in 2013 thanks to your generosity.

**Audience** The Camp Goodtimes Wine Auction focuses on a high net worth, wine friendly audience. As a result, the average donation per person is nearly twice the average for all auctions in the Seattle area. The majority of live auction items typically receive bids at or above total value of the item. This is the perfect event to show off high end items to an audience who can appreciate and afford it.

**Event Chair** Abraham Dairi  
Senior Relationship Manager, HSBC

**Event Details** Location: Seattle Aquarium  
Date: Saturday, April 6, 2013  
Auction and Wine Tasting, Raffle, Dinner, Paddle Raise, and Live Auction

The Camp Goodtimes Wine Auction supports programs for children with cancer. Initially started as a way to fund one week of camp, the auction has been such a success over the past nine years that the programs is now able to fund two weeks of camp, Kayak Adventure Camp, and the Cancer Survivor College Scholarship Program.

**Proceeds** These programs provide a fun, safe, and supportive environment that give campers the chance to develop self-confidence, master new skills, and build happy memories. Best of all, the children can participate at no cost, so there is no financial hardship on the family already struggling to afford medical care for their sick child. Campers may also bring a sibling to share the experience at no additional charge. [www.campgoodtimeswest.org](http://www.campgoodtimeswest.org)

For more information, please contact Lisa Meindl, American Cancer Society Staff Partner  
206-674-4162 or [Lisa.Meindl@cancer.org](mailto:Lisa.Meindl@cancer.org) or  
visit our website at: [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)

## \$15,000 Presenting Sponsor

### Industry Exclusive Opportunity

As the Presenting Sponsor of the 10th Annual 2013 Camp Goodtimes Wine Auction, you will be the premier event sponsor and recognized accordingly (Camp Good Times Wine Auction Presented by ABC Company).

In return, you will promote the Wine Auction internally to your staff and constituents.

- Recognition will be made as Presenting Sponsor in the following collateral (if confirmed prior to print):
  - Brochure
  - Newsletters
  - Save-the-Date Card
  - Invitation
  - Event Program
  - Thank You Card
  - [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)
- Full-page ad in event program
- Full-page welcome letter in event program
- Event & Table signage the night of the event
- VIP Seating for 10 at the Auction
- Opportunity for a company representative to welcome/thank participants during event
- Preferred wine selection during dinner
- Opportunity to provide giveaway item(s) to guests (250) and/or volunteers (75)
- Opportunity to serve on the 2013 Camp Goodtimes Wine Auction Committee
- Company name on a cabin sign at Camp Goodtimes 2013
- Invitation to visit Camp Goodtimes in 2013
- Invitation to American Cancer Society events recognizing our major donors



# \$10,000 Med Shed or Art Shack Sponsor

## Two Opportunities Available

As a Med Shed or Art Shack Sponsor at the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your company name/logo will be prominently displayed on the promotional materials advertising the Auction.

In return, you will promote the Wine Auction internally to your staff and constituents.

- Recognition will be made in the following collateral (if confirmed prior to print):

- Brochure
- Newsletters
- Save-the-Date Card
- Invitation
- Program
- Thank You Card

- [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)

- Half-page ad in program
- Seating for 6 at the Auction, with the opportunity to purchase the remaining 4 seats at your table for \$900
- Table signage night of event
- On-screen recognition at event
- Opportunity to provide a giveaway item to guests (250) and/or volunteers (75)
- Invitation to visit Camp Goodtimes 2013
- Company logo or name at Camp Goodtimes displayed at the Med Shed or Art Shack
- Invitation to ACS events recognizing our major donors



# \$5,000 Cabin Sponsorship

## Multiple Opportunities Available

As a Cabin Sponsor at the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your company name/logo will be prominently displayed on the promotional materials advertising the Auction.

In return, you will promote the Wine Auction internally to your staff and constituents.

- Recognition will be made in the following collateral (if confirmed prior to print):
  - Brochure
  - Newsletters
  - Program
  - Thank You Card
  - [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)
- Quarter-page ad in program
- Table signage night of event
- On-screen recognition at event
- Seating for 4 at the Auction, with the opportunity to purchase the remaining 6 tickets for \$1,350
- Invitation to visit Camp Goodtimes in 2013
- Your company name will be posted on a cabin at Camp Goodtimes 2013
- Invitation to ACS events recognizing our major donors





## \$2,500 Campfire Sponsor

### Multiple Opportunities Available

As a Campfire Sponsor at the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your company name/logo will be prominently displayed on the promotional materials advertising the Auction.

- Recognition will be made in the following collateral (if confirmed prior to print):
  - Newsletters
  - Program
  - [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)
- Logo in the program
- On-screen recognition at event
- Seating for 2 at the Auction, with the opportunity to purchase the remaining 8 tickets at your table for \$1,800
- Invitation to visit Camp Goodtimes in 2013
- Invitation to ACS events recognizing our major donors



## \$1,000 Camper Sponsorship

“Send a Kid to Camp”

### Multiple Opportunities Available

As a Camper Sponsor at the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your contribution will cover the cost of one child to attend Camp Goodtimes 2013. In recognition, your company will receive special designation as Camper Sponsor on the promotional materials advertising the Auction

- Recognition will be made in the following collateral (if confirmed prior to print):
  - Program
  - [www.GoodtimesWineAuction.org](http://www.GoodtimesWineAuction.org)
  - On-screen recognition at event

# Underwriting Levels

In order to maximize the amount of money that is given directly to the programs for children with cancer, we seek underwriting and in-kind support to fund the hard costs associated with putting on an auction.

In 2012, the expense to income ratio for the Camp Goodtimes Wine Auction was 12%, meaning 88% of the money raised was given directly to Camp Goodtimes and the associated programs. With your underwriting or in-kind support, we hope to report an even higher ratio in 2013. It is expensive to put on an event, and we need your help to put as many dollars possible directly toward camp.

***Benefits and recognition are negotiable and will be based on level of sponsorship***

## In-Kind Sponsor

As an In-Kind Sponsor of the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your contribution will reduce the costs associated with the event.

Your company will receive recognition similar to the comparable sponsorship package at the same level.

Possible in-kind opportunities include:

- Printing
- Photography
- Entertainment (Musician)
- Graphic Design
- Linens
- Décor
- Audio/Visual Equipment
- Reusable Wine Totes



## \$5,000 Cabernet Sponsor

As a Cabernet Sponsor of the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your contribution will help cover the costs of the necessary expenses associated with putting on this event.

Possible underwriting opportunities include:

- Auctioneer/Emcee
- Audio/Visual Equipment
- Reception Hors d'oeuvres
- Room Fees





## \$1,000 Syrah Sponsor

As a Syrah Sponsor of the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your contribution will help cover the costs of the necessary expenses associated with putting on this event.

Possible underwriting opportunities include:

- Centerpieces
- Custom Wine Bottle Parting Gift
- Raffle Items
- Reusable Wine Totes



## \$500 Chardonnay Sponsor

As a Chardonnay Sponsor of the 10<sup>th</sup> Annual 2013 Camp Goodtimes Wine Auction, your contribution will help cover the costs of the necessary expenses associated with putting on this event.

Possible underwriting opportunities include:

- Champagne Welcome
- Guest and Volunteer Favors
- Heads & Tails Bracelets
- Pens on Silent Auction Table
- Bid Sheets on Silent Auction Table





THANK YOU!

**Commitment Agreement**  
**American Cancer Society Camp Goodtimes Wine Auction – 2013**  
Please PRINT all information as you'd like it to appear in all publications.

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City, ST Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Sponsorship Packages**

Presenting Sponsor	\$15,000 Industry Exclusivity
Med Shed or Art Shack Sponsor	\$10,000 2 available
Cabin Sponsor	\$5,000 Multiple available
Campfire Sponsor	\$2,500 Multiple available
Camper Sponsor	\$1,000 Multiple available

Type: \_\_\_\_\_ Value: \$ \_\_\_\_\_

*All sponsorships are tax-deductible as allowed by the IRS.*

**Underwriting Packages**

In-Kind Sponsor	_____
Cabernet Sponsor	\$5,000
Syrah Sponsor	\$1,000
Chardonnay Sponsor	\$ 500

Type: \_\_\_\_\_ Value: \$ \_\_\_\_\_

*All sponsorships are tax-deductible as allowed by the IRS.*

Corporate Event Tickets \_\_\_\_\_ @ \$225 each = \_\_\_\_\_

*A portion of every ticket is tax-deductible as allowed by the IRS.*

**TOTAL: \$ \_\_\_\_\_**

**Method of Payment**

All payments must be received prior to the day of the event.

Check    Invoice    Visa    MasterCard    AmEx

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

Thank you for your generous donation and for making a difference to those affected by cancer.

Please return to:

American Cancer Society, Attn: Lisa Meindl  
2120 1<sup>st</sup> Ave N, Seattle, WA 98109  
206-674-4162 or [lisa.meindl@cancer.org](mailto:lisa.meindl@cancer.org)

# Thank you to our 2012 Sponsors!

