



EVERY CANCER. EVERY LIFE.

Presented by 

### CHAIRS

Jacquie Baly  
Beth Wolff  
Cynthia Wolff

### HONORARY CHAIR

Leisa Holland-Nelson Bowman

### HONOREES

Nelda Blair  
Chree Boydston  
Shelley Reeves Boyer  
Cheryl Creuzot  
Evelyn Leightman  
Janette Marx  
Sue Smith

### BOARD OF DIRECTORS

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FRIDAY, APRIL 5, 2024

The Post Oak Hotel at Uptown | 1600 West Loop South | Houston, Texas 77027

DEAR FRIEND,

We are writing to you today to enlist your support in a cause that is very near and dear to our hearts, cancer research and related patient services. We are chairing the American Cancer Society's *Tickled Pink Luncheon* presented by H-E-B. *Tickled Pink*, slated for Friday, April 5, 2024 at The Post Oak Hotel, is the American Cancer Society's premier fundraising luncheon honoring prominent individuals in the Greater Houston area who have made significant contributions to our community.


We are thrilled to announce our **2024 Tickled Pink Honorees: Nelda Blair, Chree Boydston Shelley Reeves Boyer, Cheryl Creuzot, Evelyn Leightman, Janette Marx, and Sue Smith!** We look forward to highlighting the incredible accomplishments of these pioneering and philanthropic Houstonians. The afternoon will feature a VIP Reception and our keynote speaker, DR. ARIF KAMAL, the Chief Patient Officer for American Cancer Society who will share a meaningful message of **HOPE** and the everchanging landscape of the future of cancer across the country and globe. Additionally, please save the date for our 2024 KICKOFF PARTY presented by TOOTSIES on Wednesday, January 24, 2024, from 5:00-6:30p.m.

Funds raised through this event will help fund the over \$26 million that ACS invests in Houston each year through Houston-based cancer research, patient services, lodging and transportation, and local prevention and early detection grants to help address health disparities with cancer screenings, HPV vaccinations, and access to quality care. In addition to research, the American Cancer Society helps nearly 1 million people touched by cancer each year procure the help they need - when and where they need it. ACS helps patients and their families with their most pressing needs: getting rides to life-saving treatment, navigating the health care system, and coping with the side effects of chemotherapy, radiation and surgery.

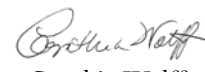
Please don't hesitate to reach out to us with questions or contact Lindsey Brown at [lindsey.brown@cancer.org](mailto:lindsey.brown@cancer.org) or 281.764.8740.

We would be 'tickled pink' for you to join us as a sponsor as we work together to improve the lives of people with cancer and their families; and to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

TOGETHER IN POWER, TRIUMPH, AND HEALING,

  
Jacquie Baly  
Event Chair

  
Beth Wolff  
Event Chair

  
Cynthia Wolff  
Event Chair

  
Leisa Holland-Nelson Bowman  
Honorary Chair





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## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR - \$50,000

- Company Name + Tickled Pink included on all marketing materials
- 3 premier tables with seating for 30
- Each of your guests will receive complimentary champagne service throughout the luncheon
- Invitation for table host and guests to VIP reception prior to luncheon
- Verbal recognition during the event program
- Logo included, and showcased on, all print collateral, event signage, social media pages, eblasts & Tickled Pink website
- Recognition in all press releases, cable and broadcast recognition or radio mention if applicable
- Invitation to Kickoff Party
- Opportunity to provide promotional materials for guests
- Speaking opportunity at Tickled Pink Luncheon and Kickoff events

### POWER PINK PRESENTING SPONSOR - \$25,000

- 2 premier tables with seating for 20
- Each of your guests will receive complimentary champagne service throughout the luncheon
- Invitation for table host and guests to VIP reception prior to luncheon
- Verbal recognition during the event program
- Name and logo listed on print materials and website as "Presented by"
- Invitation to the Kickoff Party
- Recognition on social media platforms

### PEONY SPONSOR - \$15,000

- 2 premier tables with seating for 20
- Invitation for table host and guests to VIP reception prior to luncheon
- Verbal recognition during the event program
- Name and logo listed on print materials and website
- Invitation to the Kickoff Party
- Recognition on social media platforms

### FUCHSIA SPONSOR - \$10,000

- 1 preferred table with seating for 10
- Invitation for table host and guests to VIP reception prior to luncheon
- Verbal recognition during the event program
- Name and logo listed on print materials and website
- Invitation to the Kickoff Party
- Recognition on social media platforms

### ROSÉ SPONSOR - \$5,000

- 1 priority table with seating for 10
- Invitation for table host and guests to VIP reception prior to luncheon
- Name listed on print materials and website
- Recognition on social media platforms

### BLUSH SPONSOR - \$2,500 (LIMITED AVAILABILITY)

- 1 table with seating for 10
- Name listed on print materials and website
- Invitation to the Kickoff Party
- Recognition on social media platforms

*Individual tickets will be available for purchase at a later date.*



American Cancer Society | 701 N. Post Oak Road, Suite 210, Houston, TX 77024 | [tickledpinkluncheon.org](http://tickledpinkluncheon.org) | 800.227.2345 | [cancer.org](http://cancer.org)



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## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Targeted support of specific event needs in exchange for branding recognition

*Limited to one per level.\**

### **KICKOFF PARTY SPONSOR - \$15,000**

- Event designed to kickoff the Tickled Pink Luncheon and meet all Honorees
- Logo recognition as “Tickled Pink Kickoff Party Sponsor” featured on event promotional pieces, including but not limited to:
  - Event website with link to company website and on Tickled Pink social media
  - Event marketing collateral – save the dates, invitations, eblasts, program, all signage at event
  - Prominent logo placement on sponsored party invitation
- Invitations for all events throughout the season
- Opportunity for employees to volunteer for registration and setup at event
- Plus receive all Fuchsia Sponsor Benefits

### **PRINT SPONSOR - \$15,000**

- Logo recognition as Print Sponsor featured on event promotional pieces, including but not limited to:
  - Event website with link to company website and on Tickled Pink social media
  - Event marketing collateral – save the dates, invitations, eblasts, program, all signage at event
  - Event signage – print materials, sponsor posters
- Invitations for all events throughout the season
- Opportunity for employees to volunteer for registration and setup at event
- Plus receive all Fuchsia Sponsor Benefits

### **STAGE SPONSOR - \$15,000**

- Exclusive logo recognition featured on event stage
- Recognition as Presenting Stage Speaker listed on:
  - Tickled Pink Luncheon website with link to company website
  - Event signage, social media, and program
  - Verbally recognized during the luncheon
- Invitations for all events throughout the season
- Opportunity for employees to volunteer for registration and setup at event
- Plus receive all Fuchsia Sponsor Benefits

### **VALET SPONSOR - \$5,000**

- Underwrite valet services for all luncheon guests
- Logo recognition as Valet Sponsor featured at Tickled Pink Luncheon, on event website with link to company website, eblasts, event signage, Tickled Pink social media, and program
- Logo placement at valet stand and on printed save the date placed in all cars
- Plus receive all Blush Sponsor benefits

### **PHOTOBOOTH SPONSOR - \$5,000**

- Logo recognition as Photobooth Sponsor featured at Tickled Pink Luncheon, on event website with link to company website, eblasts, event signage, Tickled Pink social media, and program
- Logo placement on photobooth and/or printed photos
- Plus receive all Blush Sponsor benefits





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SPONSORSHIP COMMITMENT FORM

Business name:
Print name:
Street address:
City, State Zip:
Contact name:
Telephone (business): (mobile):
Email: Web address:
[ ] In honor or [ ] in memory of:

COMMITMENT LEVEL

- [ ] \$50,000 - Title Sponsor
[ ] \$10,000 - Fuchsia Sponsor
Sold [ ] \$25,000 - Power Pink Presenting Sponsor
[ ] \$5,000 - Rosé Sponsor
[ ] \$15,000 - Peony Sponsor
[ ] \$2,500 - Blush Sponsor - Limited Availability

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

- Sold [ ] \$15,000 - Kickoff Party Sponsor
[ ] \$5,000 - Valet Sponsor
[ ] \$15,000 - Print Sponsor
[ ] \$5,000 - Photobooth Sponsor
[ ] \$15,000 - Stage Sponsor
[ ] Purchase champagne service for table at \$1,000
[ ] We are unable to attend the event but enclosed is our donation of \$

METHOD OF PAYMENT

[ ] Enclosed is my sponsorship check in the amount of \$
[ ] Charge my credit card (please print clearly) \$
Card Type: [ ] VISA [ ] MasterCard [ ] Discover [ ] AMEX
Cardholder's name:
Billing address:
Card number: Exp. Date: CVV:
[ ] Please send remittance form to:
Sponsor signature: Date:

\*Please refer to the enclosed sponsor opportunities description for more details on benefits of sponsorship
\*Tickled Pink Sponsor Deadline to Maximize Print Benefits - February 2, 2024
You may also register online at www.tickledpinkluncheon.org
Please return completed form to lindsey.brown@cancer.org or mail to
American Cancer Society, 701 N. PostOak Road, Suite 210, Houston, TX 77024
Tickledpinkluncheon.org

