Lung Cancer Initiative cordially invites you to our

Penguins & Pearls Gala

A BLACK & WHITE EVENING OF HOPE

Saturday, July 18, 2020

Cocktails served at 5:30 pm  •  Dinner begins at 7 pm
North Ridge Country Club, 6612 Falls of Neuse Rd, Raleigh

Dinner  •  Raffle  •  Silent Auction
Dancing and live music from That Nation Band

Tickets: $175
Table of 10: $1,650
Lung Cancer Survivors are Free

Raffle tickets $100 each for 1 in 100 chance to win a trip to Curtain Bluff, Antigua
Black Tie Optional

To reserve your seats, please visit
https://one.bidpal.net/eveningofhope2020/welcome

benefiting
LUNG CANCER INITIATIVE of North Carolina
The 13th Annual Evening of Hope will unite people to make a difference for lung cancer across North Carolina. The event will be held at the North Ridge Country Club on Saturday, April 25, 2020 and will include a silent, live auction, dinner and entertainment. All net proceeds will benefit the Lung Cancer Initiative of North Carolina.

More than 375 guests from our area are expected to attend this celebration in our battle against lung cancer, the number one cancer killer. We invite you to join with other corporate and individual leaders in making a contribution to this event. The more money raised, the closer we come to finding a cure!

Our Mission

Our mission is to save lives and provide support to those affected by lung cancer through research, awareness, education and access programs across North Carolina.

Our Vision

To improve life for everyone affected by lung cancer.

Our Core Values

Passionate support of survivorship
Building Community
Compassion
Empathy
Transparency
Integrity
Professionalism
Responsible stewardship

Our Cause

Lung cancer is the leading cancer killer among American men and women; it claims more lives than breast, prostate, and colon cancers COMBINED. While raising awareness and funding research for all types of cancers is important, lung cancer is a disease that has been greatly overlooked. It is described as the “invisible” cancer, because so few people know they have the disease until it is advanced, and sadly, so few people survive the disease to advocate for increased awareness and research funding.

One in 13 men, and 1 in 16 women will get lung cancer in their lifetime, and only 18% will survive five years beyond their diagnosis.

More than 219,000 people are diagnosed with lung cancer in the U.S. each year. However, lung cancer research is drastically under-funded. Low survival rates and the perception that it is a self-inflicted disease have forced lung cancer to remain below the nation’s radar.

Your generous support is critical and will positively impact the patients, families, advocates, researchers and health professionals who are fighting this nation’s #1 cancer killer. Together, there’s always something we can do.
Who We Are

As the state’s leading non-profit organization supporting lung cancer research and education, Lung Cancer Initiative of North Carolina specializes in connecting patients, survivors and loved ones with the medical and research community.

The Lung Cancer Initiative of North Carolina is a 501c3 organization, and we pride ourselves on being responsible stewards of your generosity. Our Tax ID number is 26-2300885.

Research - Since 2008, the Lung Cancer Initiative of North Carolina has funded more than $1.8 million in lung cancer research. Our support has jump-started the careers of researchers who have gone on to receive continued funding for their work from the National Institute of Health, Department of Defense and the American Cancer Society. In 2019 alone, we funded an additional $335,000.

Awareness - The Lung Cancer Initiative of North Carolina is committed to increasing public awareness about lung cancer. We do so through our events, education and outreach initiatives as well as other grassroots opportunities.

Education – Expert Speaker Series - Through partnerships with North Carolina’s leading cancer centers, our Expert Speaker Series allows for patients and their families to come together to hear from experts on topics related to lung cancer and research.

Access – This program provides assistance to lung cancer patients who are seeking treatment, including clinical trials. The goal of the program is to lessen the financial burden for patients to receive appropriate lung cancer treatment by providing gas cards. To date we have given out over 2,000 gas cards to patients across the state and have impacted patients in 92 counties since 2017. The Lung Cancer Initiative of North Carolina is currently awarding three Access Grants up to $10,000 each to assist institutions to improve access to lung cancer screening, treatment, clinical trials, comprehensive biomarker testing or precision medicine for uninsured or underinsured individuals.
Sponsor Benefits

- High visibility before the event and on event day
- Reach a local, target audience
- Build employee morale and company pride while demonstrating your company’s commitment to the community
- Garner media exposure for your company in a local market
- Event day recognition
- Speaking opportunities for Presenting Sponsor
- Partner with an event that directly funds lung cancer research and awareness

Sponsors Make an Impact

Lung Cancer touches all of our lives, but you can make a difference with your valuable support. Event support comes in many varieties and every contribution helps our mission. Please select the sponsorship level that provides the benefits you prefer, meets your budget and maximizes your return on investment. Net proceeds from the Evening of Hope Gala will be used to fund our research, awareness, education and access programs. Thank you again for your commitment to the fight against lung cancer!

For additional information please contact Sandy Oehler at soehler@LungCancerInitiativeNC.org or 919-784-0410 to discuss, confirm, and implement your sponsorship. Thank you again for your commitment to increasing awareness, creating hope and ending lung cancer.
2019 Evening of Hope Gala Sponsors

OPAL
McKesson/Biologics
UNC/Rex

PEARL
Genentech
Bristol-Myers Squibb
Duke Cancer Institute
Bob Barker Company
JCM Telecom
Wake Med
Inivata

WHITE RIBBON
Guardant Health
GI Therapeutics
Merck
TriLease Corp

IN-KIND
North Ridge Country Club
2020 Evening of Hope Gala Sponsorship Benefits

EVENING OF HOPE PRESENTING SPONSOR: $15,000

- Sponsor name as title to the event (i.e. XYZ Company “…Gala Reception”)
- Promotion of sponsor of the Survivor event, with logo displayed on two event screens during Survivor Recognition and moment of silence.
- Name/logo on Lung Cancer Initiative of NC website and OneCause event landing page, with link to sponsor website
- Name/logo with full page ad on inside cover of gala program
- Right to use event name in promotion and advertising

EVENT EXPOSURE BENEFITS:

- Signage at event and standard sponsor locations using sponsor name as title to event
- Exhibit space on evening which will include title sponsor area (only Presenting Sponsor)
- Opportunity to speak during the event

ENTERTAINMENT BENEFITS:

- Two tables of ten for the gala. Can be used for sponsor staff, patients, vendors, etc. and/or as part of promotional packages
- Company signage on reserved tables

PUBLICITY BENEFITS:

- Logo prominently included on all event collateral materials including print advertising, event brochures, event website and recognition in Lung Cancer Initiative’s newsletter
- Full page ad with name/logo on inside cover of gala program
- Logo included on every OneCause bidding devices
- Presenting Sponsor participation in all event press conferences and mentioned in all press releases

EVENT PROMOTION BENEFITS:

- Inclusion of sponsor brochures or promotional items on evening of the event. (Materials to be provided by the sponsor)
- Ability to create customized promotion for sponsor products and retail sales. (e.g. giveaways to drive sales/marketing.)

COST:

- $15,000
- Right of first refusal for 2021 and beyond

*Pending Print deadlines
EVENING OF HOPE DIAMOND SPONSOR: $10,000
Diamond Sponsor Benefits:

- Promotion of the sponsor as a sponsor of the Cocktail Hour, with signage in the designated area in North Ridge Country Club.
- Logo included on all event collateral materials including print advertising, event invitation, program & website*
- Full page ad with name/logo on back cover of gala program
- Inclusion of sponsor’s promotional items on the evening of the event (materials to be provided by the sponsor)
- Two tables of ten for the gala (can be used for sponsor staff, customers, vendors, etc. and/or as part of promotional packages)
- Company signage on reserved tables
- Company logo included on event website, event program and all OneCause bidding devices

EVENING OF HOPE OPAL SPONSOR: $5,000
Opal Sponsor Benefits:

- A sponsor of the Live Auction with signage to indicate such
- Logo included on all event collateral materials including print advertising, event invitation, program and website*
- Full page ad with name/logo in program
- Inclusion of sponsor’s promotional items on the evening of the event (materials to be provided by the sponsor)
- Two tables of ten for the gala (can be used for sponsor staff, customers, vendors, etc. and/or as part of promotional packages).
- Company signage on reserved table
- Company logo included on event website, event program and all OneCause bidding devices

EVENING OF HOPE PEARL SPONSOR: $3,000
Pearl Sponsor Benefits:

- Logo included on all event collateral materials including print advertising, event website
- Half page ad with name/logo in program
- One table of ten seats (can be used for sponsor staff, customers, vendors, etc. and/or as part of promotional packages)
- Company signage on reserved table
- Company logo included on event website, program and all OneCause bidding devices

EVENING OF HOPE WHITE RIBBON SPONSOR: $2,000
White Ribbon Sponsor Benefits:

- One table of ten seats (can be used for sponsor staff, customers, vendors, etc. and/or as part of promotional packages)
- Logo included on event collateral materials including print advertising and event website
2020 Evening of Hope Commitment Form

Sponsor/Company Name (list exactly as should appear in promotional materials):

______________________________________________________________

Mailing Address (including city, state & zip):

______________________________________________________________

Contact Person:
Name: _ Mr. _Ms. _Mrs. _Dr. ______________________________ Title: __________________________

Email: ______________________________________________________________________

Phone: __________________________________ Fax: ________________________________

Please indicate which LEVEL OF SPONSORSHIP you are interested in:
o PRESENTING- $15,000
o DIAMOND - $10,000
o OPAL - $5,000
o PEARL - $3,000
o WHITE RIBBON - $2,000
TOTAL SPONSORSHIP CONTRIBUTION: $________________

Payment method (check one)
Please email invoice to: ______________________________________
Charge Credit Card (see below)
Please make checks payable to: Lung Cancer Initiative of NC (include “Evening of Hope” in the memo)

Credit Card Details: (VISA / MASTERCARD / AMEX) circle one

Name on card: ________________________________________________

Card #: __________________________________________ Code: ________

Expiration Date: ________________________________

Please mail or fax completed form and payment to:
Lung Cancer Initiative of North Carolina
5171 Glenwood Ave, Suite 401
Raleigh, NC 27612
Phone: 919-784-0410 Fax: 919-784-0416

Once the completed form is received we will contact you to discuss, confirm and implement your sponsorship. Individual seat assignment information is due to LCI by Friday, April 10 or unassigned seats will be allocated to waitlist gala guests. Your support is sincerely appreciated.

* Please submit a high-resolution logo in BOTH .EPS and .JPG formats to Sandy Oehler at SOehler@LungCancerInitiativeNC.org. Inclusion of logos on printed event materials is dependent upon sponsorship procurement date in relation to printing deadlines.