



**TIP-OFF MADNESS**

**SEPTEMBER 17, 2019**

Boston College Club

## *About Tip-Off Madness*

The American Cancer Society's 6th Annual Coaches vs Cancer event will be held on Tuesday, September 17, 2019 at the Boston College Club.

Festivities will begin at 6:00 p.m. with reception that includes a silent auction, incredible food, and one on one conversations with the coaches.

More than 150 guest are expected to attend including Boston's City 7 Division I coaches, corporate sponsors, business and philanthropic leaders.

CONTACT AMBER ANTHONY AT:  
[amber.anthony@cancer.org](mailto:amber.anthony@cancer.org) or 774.314.7074

[www.TipOffMadnessMA.org](http://www.TipOffMadnessMA.org)

# *Come and Play With Us!*

Join the American Cancer Society for a fun-filled night of sports talk. Your evening's host will be the Boston Globe's Bob Ryan, and our panel of New England all-star coaches will be hosted by Jeff Goodman.

## COACHES

**Jim Christian**  
*Boston College*

**Tommy Amaker**  
*Harvard University*

**Bill Coen**  
*Northeastern University*

**Pat Duquette**  
*University of Massachusetts Lowell*

**Joe Jones**  
*Boston University*

**Bill Carmody**  
*College of the Holy Cross*

**Matt McCall**  
*University of Massachusetts Amherst*

## EXECUTIVE COMMITTEE

### Co-Chairs

Dan McDermott

Joseph Sullivan

Kaitlin Lang	Michael McCall
Brendan Lang	Sean McCall
Brendan Sullivan	Ryan Belanger
Mathew Catacchio	Michael Giarrusso
Michael Brodsky	

# Become a Sponsor

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## CHAMPION SPONSOR - \$25,000

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### Recognition Benefits:

- All collateral will include "2019 Tip-Off Madness presented by Your Company"
- Recognition as an event sponsor in select advertising and printed materials, including but not limited to:
  - Logo inclusion on invitation, mailed to hundreds of potential guests
  - Logo on event website
  - Press releases and advertisement in the Boston Globe
  - Table tent signage
  - Full-page acknowledgement in event digital journal
- Verbal recognition by master of ceremonies
- First right of refusal for Tip-Off Madness 2020

### Participation Benefits:

- 20 tickets to the event (valued at \$6,000) with preferred seating during the panel presentation
- VIP meet & greet with attending coaches
- Logo co-branded with the American Cancer Society on podium
- Speaking opportunity at event
- Coaches vs Cancer basketball signed by the coaches
- Knowledge that you made a difference in the lives of millions

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## FINAL FOUR SPONSOR - \$15,000

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### Recognition Benefits:

- Recognition as an event sponsor in select advertising and printed materials, including but not limited to:
  - Logo inclusion on invitation, mailed to hundreds of potential guests
  - Press releases
  - Table tent signage
  - Full-page acknowledgement in event digital journal
- Verbal recognition by master of ceremonies

### Participation Benefits:

- Recognition as exclusive Panel Sponsor with logo on stage
- 15 tickets to the event (valued at \$4,500) with preferred seating during the panel presentation
- VIP meet & greet with attending coaches for 10 guests
- Coaches vs Cancer basketball signed by the coaches
- Knowledge that you made a difference in the lives of millions

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## ELITE EIGHT SPONSOR - \$10,000

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### Recognition Benefits:

- Inclusion in press releases
- Logo inclusion on invitation and event website
- Half-page acknowledgement in event digital journal
- Verbal recognition by master of ceremonies

### Participation Benefits:

- 10 tickets to the event (valued at \$3,000) with preferred seating during the panel presentation
- VIP meet & greet with attending coaches for 4 guests
- Coaches vs Cancer basketball signed by the coaches
- Knowledge that you made a difference in the lives of millions

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## VIP COCKTAIL SPONSOR - \$7,500

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### Recognition Benefits:

- Inclusion in press releases
- Logo inclusion on invitation and event website
- Logo placement on cocktail reception bars, cocktail table signage, and cocktail napkins
- Half-page acknowledgement in event digital journal
- Verbal recognition by master of ceremonies

### Participation Benefits:

- 10 tickets to the event (valued at \$3,000) with preferred seating during the panel presentation
- VIP meet & greet with attending coaches for 4 guests
- Coaches vs Cancer basketball signed by the coaches
- Knowledge that you made a difference in the lives of millions

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## SWEET SIXTEEN SPONSOR - \$5,000

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### Recognition Benefits:

- Inclusion in press releases
- Logo printed on invitation and event website
- Half-page acknowledgement in event digital journal
- Verbal recognition by master of ceremonies

### Participation Benefits:

- 5 tickets to the event (valued at \$1,500)
- Coaches vs Cancer basketball signed by the coaches
- Knowledge that you made a difference in the lives of millions

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## TABLE SPONSOR - \$3,000

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### Participation Benefits:

- 10 tickets to the event (valued at \$3,000)
- Knowledge that you made a difference in the lives of millions

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## ACKNOWLEDGEMENTS

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- ☐ \$500 full-page acknowledgement in event digital journal
- ☐ \$250 half-page acknowledgement in event digital journal

*\*If interested in sponsoring, but your company is unable to attend we offer the opportunity to pay it forward and donate your tickets to lower division or high school coaches who would like to attend.*

## ABOUT COACHES VS. CANCER

For the past 25 years, the Coaches vs. Cancer program, in collaboration with the National Association of Basketball Coaches, has united coaches and fans nationwide to help the American Cancer Society defeat a common enemy: cancer. With your passion and dedicated support, the impact has been felt in communities nationwide. Since 1993, coaches has raised \$100 million dollars for the American Cancer Society.



### Box Score

The American Cancer Society is helping to save more lives from cancer today than ever before. In fact, we've seen a 25% drop in cancer death rates between 1991 and 2014. This steady decline equates to 2.1 million fewer cancer deaths during that time. With your support, you are helping to save lives, celebrate lives, and lead the fight for a world without cancer.

### Join Our Team!

Company and/or individual name(s): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Print names(s) EXACTLY as they should appear in event digital journal:

\_\_\_\_\_  
\_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Contact name (if different from above) \_\_\_\_\_

☐ Charge my credit card (circle one):

Visa MC Amex Discover

Credit card # \_\_\_\_\_ Exp \_\_\_\_\_

Printed name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_

Billing address \_\_\_\_\_

Billing phone number \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

☐ Send me an invoice

### SPONSORSHIP *(Please check one)*

☐ \$25,000 CHAMPION SPONSOR (EXCLUSIVE)

☐ \$15,000 FINAL FOUR SPONSOR

☐ \$10,000 ELITE EIGHT SPONSOR

☐ \$7,500 VIP COCKTAIL SPONSOR

☐ \$5,000 SWEET SIXTEEN SPONSOR

☐ \$3,000 TABLE SPONSOR

☐ \$300 INDIVIDUAL TICKETS

### ACKNOWLEDGEMENTS

All contributions and acknowledgement meeting the required specifications received by August 17, 2019, will be listed in the Tip-Off Madness digital journal.

☐ \$500 Full-page acknowledgement or tribute

☐ \$250 Half-page acknowledgement or tribute

### PLEASE SIGN FORM AND RETURN ORIGINAL TO:

American Cancer Society

Tip-Off Madness

3 Speen Street, Suite 250, Framingham, MA 01701

or fax to 508.270.4899

For more information, contact Amber Anthony:

774.314.7074 or [Amber.Anthony@cancer.org](mailto:Amber.Anthony@cancer.org)

The American Cancer Society cares about your privacy and protects how we use your information. Please visit [cancer.org](http://cancer.org) or call 1-800-227-2345 for our full privacy policy or if you have questions.

Tickets and tables can be purchased on our website [www.TipOffMadnessMA.org](http://www.TipOffMadnessMA.org)

# Thank You

to our 2018 Coaches vs Cancer Sponsors.  
We are so grateful for your generous support!

**As a result of your generous support of Boston Coaches vs Cancer** ALL operating costs were covered for 28 days at the AstraZeneca Hope Lodge Center in Boston (electricity, utilities, transportation, security, maintenance, snow removal, cable, etc).

**Cancer mortality rates in the US have fallen by over 20 percent during the past two decades:** that's 500 lives saved from cancer every day. We are working to save 1,000 lives a day domestically and one day 10,000 lives a day worldwide.

**Today 2 out of 3 people diagnosed with cancer survive. Our goal is to make that 3 out of 3.**

**We are putting all of our efforts toward saving more lives, faster.** Today we're focusing on key areas where we know we can make progress quickly. We're honing in on the biggest cancer killers, where we have proven strategies to help reduce the burden, like tobacco control and colon cancer screening.

**Because of you the American Cancer Society can save more lives from cancer.**

- **\$4.6 billion** invested in research since 1946.
- More than **15.5 million cancer survivors** alive in the US today.
- **5.75 million free nights of lodging** for cancer patients and their caregivers who traveled for treatment since 1984.
- Nearly **8.5 million free rides to treatment** give to cancer patients since 2005 through The Road To Recovery® Program.

Amber Anthony  
American Cancer Society  
774.314.7074  
Amber.Anthony@cancer.org

## FINAL FOUR

Quest Diagnostics

## ELITE EIGHT

Travis Rhodes

## SWEET SIXTEEN

Michael Giarrusso

## DINNER SPONSORS

Boston College Hoop Club  
Ryan Belanger (Claro Advisors)  
College of Holy Cross  
Fred Hussey

Kraft Family of Winchester  
Marc Molinsky  
Northeastern University

