



2026 EVENT SPONSORSHIP OPPORTUNITIES

Partnering for Impact... Impacting Lives!

HEROES BALL
10/9/26

Keynote Speaker:
Thurman Thomas



For More Information

Mary Ellen Smith
585-423-9700 x303
mesmith@cscrochester.org
www.cscrochester.org

Dear Community Partner,

Cancer Support Community (CSC) at Gilda's Club's 2026 Event Sponsorship Program offers individuals, corporations and businesses the **opportunity to make one comprehensive sponsorship gift for any or all of our events for a full year**. Together, we can provide year-round programs and services to over 4,000 people impacted by cancer so no one faces cancer alone!

Since 1959, Cancer Support Community at Gilda's Club has served at the forefront of providing educational, social and mental health support programs at no cost. We serve people of all ages impacted by any type of cancer – adults, teens and children – along with their family, friends, and caregivers.

We continue our longstanding commitment to helping as many individuals and families as possible along their cancer journey. Our approach to support - **Mapping My Journey** - is tailored to the individual needs of each person as they navigate their cancer diagnosis. Your partnership with Cancer Support Community at Gilda's Club Rochester will ensure that we carry our critical mission forward and provide the support and resources so many have to come rely on, and that so many more will need.

Thank you for considering our Sponsorship Program. We welcome your support and the opportunity to work together to make an impactful difference in our community and, more importantly, in the lives of countless individuals who are in need of hope and friendship. **Here's how you can help!**

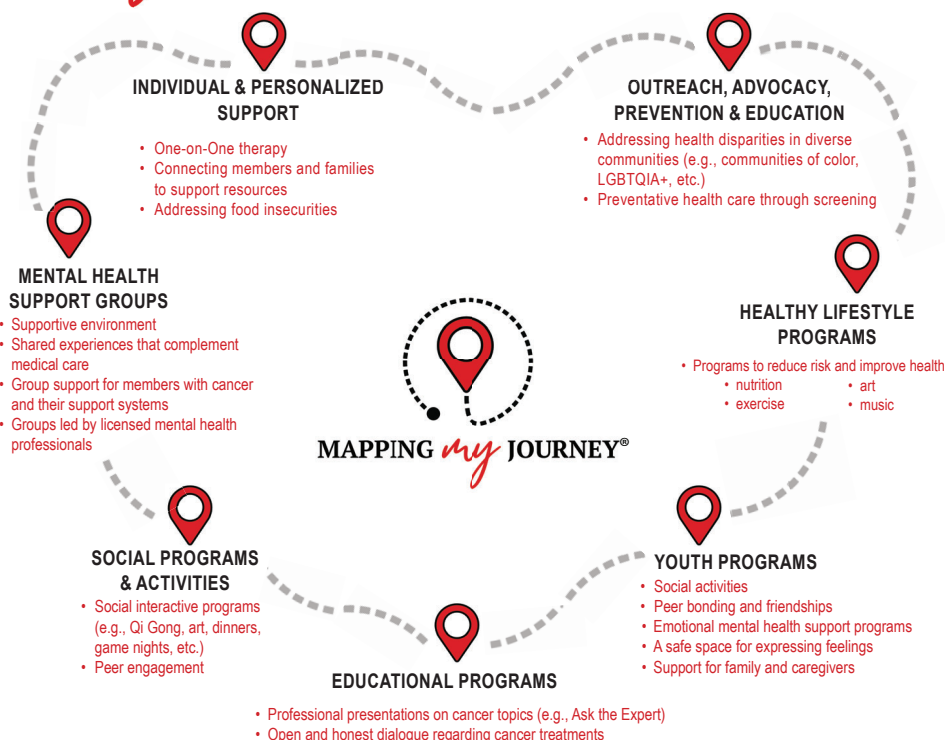
Thank you.

James F. Love

James F. Love
Chief Executive Officer
Cancer Support Community at Gilda's Club

MAPPING *my* JOURNEY®

A personalized support system tailored to the individual at any stage of their cancer journey.



Heroes Ball '26



Oct. 9, 2026
Hyatt Regency Rochester
 (125 East Main St., Rochester, NY 14604)

It is our largest fundraiser held annually to honor and recognize “heroes” and champions against cancer. The evening includes raffles and auction items. All proceeds stay local helping us provide free social and emotional support programs that benefit men, women, teens, and kids in our community.

Attendance - 450+ young professionals, established professionals, philanthropic community members.
Media Exposure: Targeted social media, radio.



KEYNOTE SPEAKER:

Thurman Thomas,
 former Running Back for the Buffalo Bills,
 Hall of Famer, will share how cancer has
 impacted his life. There’ll be some football
 stories shared as well!

SPONSORSHIP

DESCRIPTION

Partner Sponsor
\$15,000

EXCLUSIVE SPONSORSHIP

- CEO welcome message at event.
- Logo on invitation & printed materials.
- Recognition in press releases and Eblasts.
- Logo on event website/link.
- Social media recognition as an event partner.
- Recognition at event.
- Exclusive signage as Partner Sponsor.
- Outside back cover program book sponsorship.
- Two tables of 10.
- VIP Champagne Reception - Champagne Toast with Keynote Speaker

Platinum
\$10,000

- Logo on invitation & printed materials.
- Recognition in media releases and eblasts.
- Logo on event website/link.
- Social media recognition.
- Recognition at event.
- Exclusive signage as Platinum Sponsor.
- Inside front cover program book sponsorship.
- 1 table of 10.
- VIP Champagne Reception - Champagne Toast with Keynote Speaker

Awards/Honorees \$5,000	<ul style="list-style-type: none"> • Logo on event website/link. • Social media recognition. • Digital acknowledgement in award/honorees slide presentation • Inclusion on event signage. • Full page program book sponsorship. • 1 table of 10. • VIP Champagne Reception - Champagne Toast with Keynote Speaker
Reception Sponsor \$2,500	<ul style="list-style-type: none"> • Social media recognition. • Signage at Reception. • 1/2 page program book sponsorship. • 1 table of 10
Live Auction Sponsor \$1,500	<ul style="list-style-type: none"> • Social media recognition. • Signage in auction area. • 1/2 page program book sponsorship. • 4 complimentary tickets.
Hero Sponsor \$1,000	<ul style="list-style-type: none"> • Recognition on event website. • Program Book text listing. • 2 complimentary tickets.
Full Page Program Sponsorship \$600	<ul style="list-style-type: none"> • Dimensions are 5" wide x 7 3/4" tall; black and white • High Resolution (300 dpi) JPG or Camera-ready PDF file. • <i>Provided by Aug. 20th.</i>
Half Page Ad Program Sponsorship \$350	<ul style="list-style-type: none"> • Dimensions are 5" wide x 3 1/2" tall; black and white • High Resolution (300 dpi) JPG or Camera-ready PDF file. • <i>Provided by Aug. 20th.</i>

All advertisements and sponsor logos are due by Aug. 20th.

Cancer Support Community at Gilda's Club is a 501c3 nonprofit organization. A portion of your sponsorship gift is tax-deductible to the extent allowed by the IRS and will be noted on your invoice/receipt. Our tax identification number is 16-0836556.



2026 EVENT SPONSORSHIP COMMITMENT FORM

Please complete this form and mail/e-mail form including company's high resolution (300 dpi) JPEG/PNG logo file to:

Cancer Support Community at Gilda's Club Rochester
 Mary Ellen Smith
 255 Alexander Street, Rochester, NY 14607
 mesmith@cscrochester.org | (585) 423-9700 x303

Company Name (as it should appear on signage):	
Contact (First & Last Name):	
Address:	
City, State, Zip:	
Email:	Contact Phone:
Provide us with your social media handles for tagging:	

Please indicate your sponsorship level(s) for any and all events.

(✓)	HEROES BALL
	Presenting Sponsor - \$15,000
	Platinum Sponsor - \$10,000
	Awards/Honorees Sponsor - \$5,000
	Reception Sponsor - \$2,500
	Live Auction Sponsor - \$1,500
	Hero Sponsor - \$1,000
	Full Page Program Book Sponsor - \$600 (5" wide x 7 ¾" tall)
	Half Page Program Book Sponsor - \$350 (5" wide x 3 ½ tall)

* Cancer Support Community at Gilda's Club is a 501c3 nonprofit organization (Federal ID is 16-0836556). A portion of your sponsorship gift is tax-deductible to the extent allowed by the IRS., and will be noted on your event invoice/receipt.

TOTAL AMOUNT ENCLOSED: _____

PAYMENT: CASH CHECK (payable to the: Cancer Support Community at Gilda's Club Rochester) PLEASE INVOICE ME
 AMERICAN EXPRESS MASTERCARD VISA DISCOVER

Call (585) 423-9700 x307 to pay by phone.

Name On Card:		
Card Number:	Expires:	CVV:
Signature:	Date:	



Our Mission:

Cancer Support Community at Gilda's Club mission is to uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care. Our programs are free to anyone impacted by cancer and are a complement to their medical care.



No One Should Ever Face Cancer Alone.

*Disclosure Requirement for Solicitation of Contributions Pursuant to New York State Executive Law 174-b
Cancer Support Community at Gilda's Club is a 501c3 nonprofit (Federal ID # 16-0836556) organization.
A copy of our latest annual report/case for support statement may be obtained upon request.*