



AMERICAN CANCER SOCIETY

HOPE

HUNTSVILLE, AL

Gala

An evening of HOPE to save lives from cancer.





Dear Friends,

As both the Chair of the 2026 Hope Gala and a cancer survivor, it is my honor to personally invite you to join us in supporting the American Cancer Society through this extraordinary event. The Hope Gala has always been one of Huntsville's most meaningful evenings—an opportunity not just to celebrate, but to unite our community with a shared purpose: to save lives, honor survivors, and bring hope to every person facing cancer.

For me, this mission is personal. I know firsthand the fear that comes with a diagnosis, but I also know the strength that comes from having a community—and an organization like the American Cancer Society—standing beside you. The work ACS does through groundbreaking research, patient support services, and advocacy saves lives every single day. I am living proof of that impact.

The Hope Gala is more than an elegant evening—it is a lifeline. Each year, this event brings together business leaders, philanthropists, caregivers, medical professionals, and advocates to raise critical funds that help ensure no one has to face cancer alone. Because of generous sponsors like you, the American Cancer Society has invested more than \$5 billion in research since 1946 and has provided thousands of patients right here in Alabama with free rides to treatment, lodging near hospitals, and access to vital resources.

Your sponsorship of the 2026 Hope Gala will make a real difference. It ensures that these programs continue to grow, reaching more families when they need it most. At the same time, it demonstrates your company's leadership and commitment to making our community stronger, healthier, and filled with more hope.

I invite you to review the enclosed sponsorship opportunities and consider partnering with us; bringing us closer to a world without cancer.

From my heart, thank you for considering this opportunity. I look forward to standing with you at the Hope Gala as we celebrate progress, honor survivors, and continue the fight for every life touched by cancer.

With gratitude,

Nick Rockhill

Nick Rockhill
2026 Hope Gala Event Chair
& Cancer Survivor





Together, we are stronger than cancer.

Our Vision:

End cancer as we know it, for everyone.

Our Mission:

To improve the lives of people with cancer and their families through advocacy, research, and patient support to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Cancer incidence rates are projected to increase in the US by almost 50% between 2015 and 2050.

1 in 3 Men and Women in the US will be diagnosed with cancer in their lifetime.

2 Million+ new cancer cases are estimated to be diagnosed in the US in 2025.

Partnership Opportunities

Presenting Sponsor \$25,000

- Two Premiere Tables of 8 (16 seats)
- 16 Tickets to Meet the Honoree Reveal Party
- 16 Tickets to VIP Reception
- Exclusive naming rights '2026 Hope Gala Presented by (your company)'
- Entitled to first right of refusal for the following year
- Speaking opportunity during the event
- Name/logo on event invitation - payment must be received by June 1 to receive this benefit
- Full page ad in program - payment must be received by July 15
- Company logo on step and repeat at event
- Prominent company logo on event social media, other print & digital media, and event website
- Company name on social media page listing
- Full screen logo to run during the video loop presentation at the event
- Verbal recognition during event and all pre- & post-event material
- Logo in the program and on event signage - payment must be received by July 15
- Recognition as Presenting Sponsor at Honoree Reveal Party
- Opportunity to provide promotional gifts to attendees.
- Opportunity to have a company representative serve on the event planning committee.

Gold Sponsor \$15,000

- One Premiere Tables of 8
- 8 Tickets to Meet the Honoree Reveal Party
- 8 Tickets to VIP Reception
- Logo on promotional materials
- Name/logo on event invitation - payment must be received by June 1 to receive this benefit
- 1/2 page ad in program
- Logo to run during the video loop presentation at event
- Logo on event social media, other print & digital media, and event website
- Verbal recognition at event
- Logo in the program and event signage - payment must be received by July 15 to
- Company recognition at Honoree Reveal Party
- Opportunity to provide promotional gifts to attendees
- Opportunity to have company representative participate on event planning committee.

Platinum Sponsor \$20,000

- Two Premiere Tables of 8 (16 seats)
- 8 Tickets to Meet the Honoree Reveal Party
- 8 Tickets to VIP Reception
- Logo on all bid paddles
- Entitled to first right of refusal for the following year
- Name/logo on event invitation - payment must be received by June 1 to receive this benefit
- Full page ad in program - payment must be received by July 15
- Company logo on event social media, other print & digital media, and event website
- Logo to run during the video loop presentation at the event
- Verbal recognition during event
- Logo in the program and on event signage - payment must be received by July 15
- Recognition as Mission Sponsor at Honoree Reveal Party
- Opportunity to provide promotional gifts to attendees.
- Opportunity to have a company representative serve on the event planning committee.

Silver Sponsor \$10,000

- One Table of 8
- 6 Tickets to Meet the Honoree Reveal Party
- 6 Tickets to VIP Reception
- Logo on promotional materials
- Name / logo on event invitation - payment must be received by June 1 to receive this benefit
- Logo to run during the video loop presentation at event
- Logo placement on event social media, other print & digital media, and event website
- Verbal recognition at event
- Logo in the program and event signage
- Company recognition at Honoree Reveal Party

Bronze Sponsor \$5,000

- One Tables of 8
- 4 Tickets to Meet the Honoree Reveal Party
- 4 Tickets to VIP Reception
- Logo to run during the video loop at event
- Logo on event social media and event website
- Verbal recognition at the event
- Logo in the program and event signage

Additional Partnership Opportunities

Underwriting directly offsets event expenses, ensuring that every sponsorship and donation goes straight to the American Cancer Society's lifesaving mission. As an underwriter, you will receive recognition before and during the Hope Gala, as well as amenities designed to highlight your generosity.

Live Auction Sponsor \$4,000

Covers cost for bid paddles

Amenities: Logo on all bid paddles, on each live auction slide, in program, on website and social media. Two complimentary tickets.

Silent Auction Underwriter \$2,500

Covers mobile bidding technology and setup.

Amenities: Logo on auction Greater Giving site and on auction table, recognition in program, two complimentary tickets.

Registration Sponsor \$2,500

Supports technology and setup.

Amenities: Logo on auction Greater Giving site, recognition in program, two complimentary tickets.

Décor & Floral Underwriter \$3,000

Supports centerpieces, stage décor, and themed elements.

Amenities: Logo on table signage, recognition in program, two complimentary tickets.

Photo Booth Underwriter \$3,000

Offers a fun branded experience for guests.

Amenities: Logo printed on all photo strips and digital images, two complimentary tickets.

Beverage & Bar Underwriter \$4,000

Covers welcome champagne and wine on sponsors tables

Amenities: Logo signage at bars, custom cocktail with name/logo, sign at champagne station and two complimentary tickets.

Access to Care Sponsor

You can give the gift of helping patients in our community receive life-saving treatments.

Amenities: Name announced at event during our mission portion of the program.

Help provide cancer patients in Alabama rides to treatment and/or places to stay close to treatment. For those that must travel for cancer treatment, lodging and transportation are both critical needs for their treatment plan. Funding for patients to have access to treatment is critical because for many cancer patients, a ride or overnight accommodations is what stands between patients and potentially lifesaving treatment.

2025 HOPE GALA EVENT PHOTOS





American
Cancer
Society



Thank you!

Nick Rockhill

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