

LUNGEVITY FOUNDATION'S CELEBRATION OF HOPE

Thursday, November 2, 2017
Mandarin Oriental, New York

ABOUT THE GALA

LUNGevity's Celebration of Hope is an extraordinary evening of hope, progress, and inspiration as we strive to create a world in which no one dies of lung cancer.

The annual Gala will once again bring together business leaders, philanthropists, and policy makers to support lung cancer research and programs that will save lives and offer new hope in treatment and survivorship.

GALA CHAIR

Lynne Doughtie, *Chairman & Chief Executive Officer*, KPMG LLP

GALA VICE CHAIRS

Peter Babej, *Global Head of Financial Institutions*, Citigroup / Global Banking

Alex Stern, *Chief Operating Officer, Chief Executive Officer* — *Financial Advisory*, Lazard

DINNER CHAIRS

Rosemary and James Marquardt

HOPE AWARD FOR CORPORATE LEADERSHIP

Merck

FACE OF HOPE AWARD

Amanda Kouri, *27-year-old lung cancer advocate and survivor*

PROGRAM

6:30 pm — Cocktail Reception

7:30 pm — Dinner, Awards Presentation, and Entertainment 9:30 pm — After Party

Cocktail Attire

ABOUT LUNG CANCER

Lung cancer can affect anyone, regardless of gender, ethnicity, or smoking history. About 60%-65% of all new diagnoses are among people who have never smoked or are former smokers. Lung cancer takes more lives annually than colorectal, breast, and prostate cancers combined.

ABOUT LUNGEVITY

LUNGevity Foundation is firmly committed to making an immediate impact on quality of life and survivorship of people with lung cancer by accelerating research into early detection and more effective treatments. LUNGevity provides community, support, and education to all those affected by the disease.

FOR MORE INFORMATION, PLEASE CONTACT CAROL PERLINE, SENIOR DIRECTOR OF DEVELOPMENT
LUNGEVITY FOUNDATION o 6917 ARLINGTON ROAD, SUITE 352 o BETHESDA, MD 20814
PH: 240-454-3100 o WWW.LUNGEVITY.ORG/NYGALA o CPERLINE@LUNGEVITY.ORG

LUNGEVITY FOUNDATION'S CELEBRATION OF HOPE GALA

SPONSORSHIP BENEFITS

HOPE SPONSOR — \$100,000

- o Recognition as the lead sponsor of the *Celebration of Hope Gala*
- o 24 Gala tickets with premier seating for your guests
- o Full-page premium ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage
- o Special recognition during the Gala presentation

LUMINARY SPONSOR — \$75,000

- o Recognition as a lead sponsor of the *Celebration of Hope Gala*
- o 20 Gala tickets with premier seating for your guests
- o Full-page premium ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage
- o Special recognition during the Gala presentation

DIAMOND SPONSOR — \$50,000

- o 16 Gala tickets with premier seating for your guests
- o Full-page ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage
- o Special recognition during the Gala presentation

PLATINUM SPONSOR — \$25,000

- o 12 Gala tickets with premier seating for your guests
- o Full-page ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage

GOLD SPONSOR — \$15,000

- o 10 Gala tickets with preferred seating for your guests
- o Half-page ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage

SILVER SPONSOR — \$10,000

- o 10 Gala tickets with preferred seating for your guests
- o Quarter-page ad in the Gala program book
- o Logo and link on the Gala webpage
- o Name and logo to be displayed on Gala materials and signage

BRONZE SPONSOR — \$5,000

- o 8 Gala tickets with preferred seating for your guests
- o Name listed in the Gala program book
- o Name listed on the Gala webpage

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INDIVIDUAL BENEFITS

PATRON SPONSOR — \$2,500

- o 2 Gala tickets with preferred seating
- o Name listed in the Gala program book

LEADERSHIP SPONSOR — \$1,500

- o 1 Gala ticket with preferred seating
- o Name listed in the Gala program book

FRIEND SPONSOR — \$750

- o 1 Gala ticket with preferred seating

PROGRAM BOOK SPONSORSHIPS

- o Full-page ad in the Gala program book — \$5,000
- o Half-page ad in the Gala program book — \$3,500
- o Quarter-page ad in the Gala program book — \$2,500

Please note that sponsorship packages can be tailored to best fit your objectives.

**To be listed in the Gala program book, please return the response form by October 20, 2017.
The deadline to place an ad is October 20, 2017.**

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Thursday, November 2, 2017
Mandarin Oriental, New York
New York City

RESPONSE FORM

Name: _____
Company: _____
Address: _____ Home Work
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Please check the appropriate box:

Yes, I/we would like to be a sponsor of the LUNgevity Foundation Gala

Tables(s):

\$100,000 Hope \$75,000 Luminary \$50,000 Diamond \$25,000 Platinum
 \$15,000 Gold \$10,000 Silver \$5,000 Bronze

Ticket(s):

\$2,500 Patron \$1,500 Leadership \$750 Friend

Yes, I/we would like to purchase a Gala program book ad

\$5,000 Full-Page \$3,500 Half-Page \$2,500 Quarter-Page

Regrets:

I/We are unable to attend, but would like to include a tax-deductible donation of \$ _____

PAYMENT INFORMATION

Enclosed is a check made payable to LUNgevity Foundation in the amount of \$ _____
for a _____ sponsorship or _____ ticket(s) and/or _____ donation.

Please charge \$ _____ to my credit card.

Credit card American Express Discover MasterCard Visa

Card #: _____ Expiration: _____ Security Code: _____

Cardholder Information (if different from above):

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Please list my name(s) in the Gala program book as: _____

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