



Willard & Pat Walker  
Charitable Foundation, Inc.

P R E S E N T S

# SUITS & Sneakers

COACHES VS. CANCER GALA

Friday, October 15, 2021

Fayetteville Town Center

Live Entertainment | Dinner

Live Auction | Photo Booth |

VIP Reception with Razorback Meet & Greet

[WWW.SUITSANDSNEAKERSAR.COM](http://WWW.SUITSANDSNEAKERSAR.COM)



Attacking from every angle.™

# A LETTER FROM OUR CHAIRS

Dear Community Partner,

We welcome you to join us for the inaugural Suits & Sneakers Gala in Northwest Arkansas benefiting the American Cancer Society to support childhood cancer research, services and awareness, and cancer prevention efforts targeting children. Suits & Sneakers is part of the nationwide collaboration, Coaches vs. Cancer, between the American Cancer Society and the National Association of Basketball Coaches. Since 1993, coaches have raised over \$135 million for the American Cancer Society.

The evening will be attended in cocktail dresses and suits but most importantly sneakers. The evening will offer a fun “pep-rally” feel, scrumptious foods, wines and beverages, and a night of friends coming together to further the American Cancer Society mission.

The American Cancer Society of Arkansas’s Suits & Sneakers Gala Executive Leadership Team was formed by professionals in the Northwest Arkansas business community to raise funds in the fight against cancer through our signature event. Our dedication, teamed with the support of the Northwest Arkansas community, along with our generous sponsors is pivotal to fulfilling our mission to support local cancer education, advocacy, research and patient services.

The global pandemic of COVID-19 continues to have a serious impact on many people, including cancer patients, their families, and caregivers. Some cancer patients may be at increased risk of serious illness from an infection because their immune systems can be weakened by cancer and its treatments. The fact is that cancer does not stop and neither do we. We cannot let the effects of COVID-19 allow cancer to gain ground. Here are just a few examples of how COVID-19 has affected the fight against cancer. For the first time in our history, the American Cancer Society research budget is in jeopardy. Deep cuts in our research funding could mean a generation of cancer research is lost. A lack of available funding could deter young investigators with big ideas from the cancer research field. For cancer patients, this may dramatically alter the availability of lifesaving treatments. At the start of the pandemic, elective medical procedures, including cancer screening, were largely put on hold to conserve medical resources and reduce the risk of the spread of COVID-19 in healthcare settings. Screening can save lives, so it’s important to be back on track with cancer screenings and keep them as a priority.

An estimated 17,200 people in Arkansas will learn they have cancer this year. However, more people than ever will also survive cancer, and fewer will hear the words “you have cancer.” Our vision is a world free from the pain and suffering of cancer. From research to education, prevention to diagnosis, and treatment to recovery, we provide support to everyone impacted by cancer. Together with millions of supporters, we empower communities worldwide to join us.

Your support will make a meaningful difference in the American Cancer Society’s mission. Together we can save lives, celebrate lives and lead the fight for a world without cancer.

Until there's a cure...



Danyelle & Eric Musselman  
Suits & Sneakers of Northwest Arkansas  
2021 Chairs



Ben Hasan  
Suits & Sneakers of Northwest Arkansas  
2021 Honoray Chair

# 2021 SUITS & SNEAKERS GALA

## EVENT SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR **\$25,000**

Choice of: VIP Pre-Party **SOLD** | Photo Booth (1 available) | Printed Program (2 available)  
| Swag Bag (2 available)

#### BENEFITS INCLUDE:

- 24 guest admissions with premier seating near stage
- 16 tickets to VIP Pre-party and group photo with Razorback coach and select players
- Donor recognition on table
- Speaking opportunity at the Suits & Sneakers Gala
- Prominent recognition in invitation, program, website and social media post
- Signage with name / logo on sponsored area
- Full-page listing in event program
- 60 second partner video to be played on social media platforms prior to event
- Full screen logo to run during the video loop presentation at the Suits & Sneakers Gala
- Verbal recognition by the emcee at the Suits & Sneakers Gala

### FULL COURT **\$15,000**

Choice of: Entertainment (3 available) | Main Stage (2 available) | Live Auction (2 available)

#### BENEFITS INCLUDE:

- 16 guest admissions with premier seating
- 8 tickets to VIP Pre-party and group photo with Razorback coach and select players
- Donor recognition on table
- Signage with name / logo on sponsored area
- Recognition in invitation, program, website and social media post
- Half-page listing in event program
- Full screen logo to run during the video loop presentation at the Suits & Sneakers Gala
- Verbal recognition by the emcee at the Suits & Sneakers Gala



# 2021 SUITS & SNEAKERS GALA

## EVENT SPONSORSHIP OPPORTUNITIES

### HALF COURT \$10,000

Choice of: Signature Drink **SOLD** | Main Bar (2 available) | Wristband (1 available)

#### BENEFITS INCLUDE:

- 8 guest admissions with prominent seating
- 4 tickets to VIP Pre-party and group photo with Razorback coach and select players
- Donor recognition on table
- Signage with name / logo on sponsored area
- Recognition in invitation, program, website and social media post
- Half-page listing in event program
- Logo to run during the video loop presentation at the Suits & Sneakers Gala

### ALLEY-OOP \$7,500

Choice of: Registration (1 available) | Revenue Enhancer (1 **SOLD**, 2 available) | Drink Napkin (1 available)

#### BENEFITS INCLUDE:

- 8 guest admissions with prime seating
- Donor recognition on table
- Invitation for 2 to VIP Pre-party
- Signage with name / logo on sponsored area
- Recognition in invitation, program, website and social media post
- Quarter-page listing in event program
- Logo to run during the video loop presentation at the Suits & Sneakers Gala

*Funds raised at the event will support childhood cancer research, services, awareness, and cancer prevention efforts targeting children. The funds will be used for the most innovative biological and clinical laboratory studies that have the greatest potential to quickly deliver new and improved treatments for kids with cancer.*





# 2021 SUITS & SNEAKERS GALA

## TABLE SPONSORS

### SLAM DUNK \$10,000

(6 of 6 available)

- 8 guest admissions with prominent seating
- Invitation for 4 to VIP Pre-party
- Recognition in program and website
- Recognition in social media post

### FREE THROW \$7,500

(6 of 6 available)

- 8 guest admissions with reserved seating
- Invitation for 2 to VIP Pre-party
- Recognition in program and website
- Recognition in social media post

### LAY-UP \$5,000

(9 of 10 available)

- 4 guest admissions with seating
- Recognition in program and event website
- Recognition in social media post

### THREE-POINT SHOT \$2,500

(8 of 10 available)

- 4 guest admissions with seating
- Recognition in program

*Funds raised during "fund the mission" moment at the event, will be allocated to the Community Transportation Grant Program in Arkansas. Many patients are faced with the challenge of getting to/from their cancer treatments. The American Cancer Society partners with local health systems to eliminate the transportation barrier through Community Transportation Grants that can be used for transportation needs that a patient might have.*

*All of these gifts are 100% tax deductible.*





## MATCHING GIFTS

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations.

Most of these programs match contributions dollar for dollar and some will even triple the amount of your gift.

Please contact your Human Resources department to find out if your company offers matching gifts.

The American Cancer Society is a 501(c)(3) nonprofit organization recognized by the Internal Revenue Service.

All contributions are tax-deductible to the extent allowed by law and benefit the American Cancer Society.

The American Cancer Society cares about your privacy and protects how we use your information.

To view our full privacy policy or if you have any questions, please visit us online at [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

## THANK YOU FOR INVESTING IN THE ARKANSAS AMERICAN CANCER SOCIETY.

All gifts have a fair market value and after event amenities are deducted, the majority of your gift is tax deductible. Because of your gift, we are able to "Attack Cancer from Every Angle" from education, advocacy, research and patient services. A sincere thank you for helping us end this deadly disease.

At the American Cancer Society, we are committed to helping people get well, stay well, find cures and fight back against cancer. We cannot do it without you. Your support through the Suits & Sneakers Gala helps us save lives and diminish suffering from cancer through research, education, advocacy, and service.



**Attacking from every angle.™**