



AMERICAN CANCER SOCIETY



A CHEFS COMPETITION

SPONSORSHIP OPPORTUNITIES





**OUR MISSION IS
SIMPLE.**

**SAVE LIVES AND CELEBRATE LIFE.
EVERY SINGLE DAY.**

The American Cancer Society is a global, grassroots organization driven by science, best practice, and more than 1.5 million volunteers. Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer. We fulfill our mission by funding research, providing patients information, improving access to care, prevention, and treatment and through advocacy.

Cancer is a disease that affects everyone, but doesn't affect everyone equally, and we are committed to providing everyone a fair and just opportunity to prevent, find, treat, and survive cancer. We believe no one should be disadvantaged in their fight against cancer because of how much money they make, the color of their skin, or where they live.

Cancer doesn't stop, so neither can we.

———— **GENEROSITY** ————

KEEPS US GOING

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer. We're not there yet, but with the help of our donors, we've made some incredible progress. Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.

A M E R I C A N C A N C E R S O C I E T Y
 **TASTE OF
HOPE**
A CHEFS COMPETITION



AMERICAN CANCER SOCIETY



A CHEFS COMPETITION

ABOUT TASTE OF HOPE

Taste of Hope: A Chefs Competition is West Michigan's hottest up and coming culinary event, supporting the American Cancer Society's efforts to eliminate cancer.

The American Cancer Society's signature culinary, wine and spirits event, featuring some of West Michigan's most popular restaurants and beverage vendors. While enjoying the best of West Michigan's culinary scene, we raise our glasses to:

- Leading the fight for a world without cancer.
- Preventing 2.9 million cancer deaths since 1991.
- Promoting healthy lifestyles including eating right and staying active.

www.acstasteofhopewmi.org

Monday, November 7, 2022

6:30PM

Frederik Meijer Gardens

Business/Cocktail Dress



TASTE OF HOPE LEADERSHIP

EVENT CHAIR

Ken Jansen, President, Lake Michigan Insurance



CULINARY CHAIR

Shawn Kohlhaas, Owner Culinary Cultivations & President of American Culinary Federation



DEMOGRAPHIC



Attendee Profile

- 58% Women
- 42% Men

Household income

- Approx. \$75,000+
- 60% of the room is C Suite, President, or Business Owner.
- American Cancer Society has a 98% recognition rate.

TASTE OF HOPE PARTNERSHIP

We recognize that this event wouldn't happen without the talented Chefs, and that is why we have partnered with the American Culinary Federation to help support students seeking a career in the culinary arts.

Students who volunteer for the Taste of Hope event will earn funds for the next generation of up-and-coming chefs. These funds will help provide scholarships to future winners of Taste of Hope's Chef Competition. This year's goal is to provide \$5,000 in funds.



SPONSORSHIP OPPORTUNITIES

Master Chef
\$25,000

Chef de Cuisine
\$15,000

Sous Chef
\$10,000

Chef de Partie
\$7,500

Apprentice Chef
\$5,000

Table Host
\$2,500

2 VIP Tables, 20 seats	Y	Y				
1 VIP Table, 10 seats			Y	Y	Y	Y
Most prominent logo placement on event website, event signage and marketing materials	Y					
Logo placement on event website		Y	Y	Y	Y	
Logo placement on sponsor recognition signage and event reel	Y	Y	Y	Y	Y	
Name recognition in all press releases and social media	Y	Y	Y	Y	Y	
Verbal recognition from stage	Y	Y	Y	Y	Y	
Opportunity to speak at event or be a culinary judge	Y					
Full page ad in virtual program book	Y					
1/2 page ad in virtual program book		Y	Y			
1/4 page ad in virtual program book				Y		
Recognition in virtual program book					Y	Y
Opportunity for an innovative area or guest activation	Y	Y	Y	Y		

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TASTE OF HOPE
 A CHEFS COMPETITION



SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Master Chef - \$25,000

RECOGNITION

- 2 VIP Tables, 20 seats
- Most prominent logo placement on event website, event signage and marketing materials
- Logo placement on sponsor recognition signage and event reel
- Name recognition in all press releases and social media
- Verbal recognition from stage
- Opportunity to speak at event or be a culinary judge
- Full page ad in virtual program book
- Opportunity for an innovative area or guest activation



For more information contact:

Susan Brogger
susan.brogger@cancer.org
616.337.7961

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Chef De Cuisine - \$15,000

RECOGNITION

- 2 VIP Tables, 20 seats
- Logo placement on event website
- Logo placement on sponsor recognition signage and event reel
- Name recognition in all press releases and social media
- Verbal recognition from stage
- 1/2 page ad in virtual program book
- Opportunity for an innovative area or guest activation



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SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Sous Chef - \$10,000

RECOGNITION

- 1 VIP Table, 10 seats
- Logo placement on event website
- Logo placement on sponsor recognition signage and event reel
- Name recognition in all press releases and social media
- Verbal recognition from stage
- 1/2 page ad in virtual program book
- Opportunity for an innovative area or guest activation



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SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Chef de Partie - \$7,500

RECOGNITION

- 1 VIP Table, 10 seats
- Logo placement on event website
- Logo placement on sponsor recognition signage and event reel
- Name recognition in all press releases and social media
- Verbal recognition from stage
- 1/4 page ad in virtual program book
- Opportunity for an innovative area or guest activation



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SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Apprentice Chef - \$5,000

RECOGNITION

- 1 VIP Table, 10 seats
- Logo placement on event website
- Logo placement on sponsor recognition signage and event reel
- Name recognition in all press releases and social media
- Verbal recognition from stage
- Recognition in virtual program book



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SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL

Table Host - \$2,500

RECOGNITION

- 1 VIP Table, 10 seats
- Recognition in virtual program book



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Event sponsors are critical to the American Cancer Society mission, as they allow us to raise funds for our mission while keeping our expenses low.

Partnering with the American Cancer Society through Taste of Hope sponsorship will bolster your reputation and demonstrate your commitment to serving the community.

Contact Susan Brogger at susan.brogger@cancer.org for more information.





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Thank you

