



Mothers of the Year

2021 AWARDS LUNCHEON

Friday, October 22, 2021

The St. Regis Roof · Two East 55th Street at Fifth Avenue

BENEFIT CHAIR

Ambassador Brenda L. Johnson

HONORING

Joan Lunden

Diana Feldman





The American Cancer Society's Mothers of the Year Awards Luncheon convenes women who are invested in their communities' health and the future of women's roles in scientific breakthroughs and cancer research. Each year the luncheon recognizes women who have distinguished themselves with their ability to balance careers, social obligations, philanthropic endeavors and family.

Since its inception, the luncheon has raised more than \$5.2 million for patient services and research. Since 2020, funds raised at the luncheon benefit the American Cancer Society's **ResearchHERS** program, which helps sustain women-led cancer research, launch new careers, and support a new generation of young women considering a future in science.

The American Cancer Society is on a mission to free the world from cancer. For more than 100 years, we have helped lead an evolution in the way the world prevents, detects, treats, and thinks about cancer.

As the nation's preeminent cancer-fighting organization, we fund and conduct research, share expert information, support people with cancer, spread the word about prevention, and through our advocacy affiliate, ACS CAN, advocate for public policy change. We are committed to ensuring that ALL people have a fair and just opportunity to prevent, find, treat, and survive cancer.

MOTHERS OF THE YEAR RECIPIENTS

2021 Joan Lunden & Diana Feldman

2020 Valerie Rusch, M.D. & Alison Estabrook M.D.

2018 Diana Williams & Heather J. Landau, M.D.

2017 Hoda Kotb & Susan Boolbol, M.D.

2016 Karen Walsh, Laura L. Forese, M.D., & In Loving Memory of Susanne Wright

2015 Marion Scotto, Rosanna Scotto, Elaina Scotto, & Susan R. Drossman, M.D.

2014 Deborah Norville & Felice H. Schnoll-Sussman, M.D.

2013 Anne Hearst McInerney & Elisa Port, M.D.

2012 Grace Hightower De Niro, Diane Reidy-Lagunes, M.D., & Emily B. Sonnenblick, M.D.

2011 Muffie Potter Aston & Feya Schnabel, M.D.

2010 Tory Burch & Deborah Axelrod, M.D.

2009 Ann Curry & Alexandra Heerdt, M.D.

2008 Cynthia Lufkin

2007 Sarah Ferguson

2006 Carolina Herrera

2005 Dana Reeve

2004 Anne Ford & Charlotte Ford

2003 Susan Bloomberg

2002 Candice Bergen

2001 Vera Wang

2000 Cokie Roberts

1999 Kathie Lee Gifford

1998 Paula Zahn

1997 Katie Couric

1995 Libby Pataki



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$50,000*

- Premier recognition with name/logo listing as Presenting Sponsor on all event collateral, press releases, website, social media, and event signage
- Verbal recognition from the podium
- 1 full-page ad in digital journal
- 2 tables of 10 with Premier Seating

Cocktail Reception Sponsor: \$35,000*

- Premier recognition with name/logo listing as Cocktail Reception Sponsor on all event collateral, press releases, website, social media, and event signage
- Exclusive branding opportunities at the Cocktail Reception
- Verbal recognition from the podium
- 1 full-page ad in digital journal
- 1 table of 10 with Premier Seating

Platinum Sponsor: \$25,000

- Name/logo listing as Platinum Sponsor on all event collateral, press releases, website, social media, and event signage
- Verbal recognition from the podium
- 1 full-page ad in digital journal
- 2 tables of 10 with Priority Seating

Silver Sponsor: \$10,000

- Name/logo listing as Silver Sponsor on all event collateral, press releases, website, social media, and event signage
- Verbal recognition from the podium
- 1 full-page ad in digital journal
- 1 table of 10 with Standard Seating

Gold Sponsor: \$15,000

- Name/logo listing as Gold Sponsor on all event collateral, press releases, website, social media, and event signage
- Verbal recognition from the podium
- 1 full-page ad in digital journal
- 1 table of 10 with Preferred Seating

Bronze Sponsor: \$7,500

- Name/logo listing as Bronze Sponsor on event website and digital journal
- 1 full-page ad in digital journal
- 1 table of 10 with Standard Seating

****Denotes exclusivity***

Individual Luncheon Tickets

Patron Level: \$2,000

- 2 Priority Seating tickets
- Recognized as Benefit Vice-Chair on invitation, website, and digital journal

Friend Level: \$1,000

- 2 Preferred Seating tickets
- Recognized as Benefit Committee Member on invitation, website, and digital journal

Individual Ticket: \$500

- Includes 1 Standard Seating tickets

Underwriting Opportunities

Underwriters are dedicated to maintaining a sustainable event by covering the expense of essential elements.

Each Underwriting Opportunity includes:

- Name/logo listing on website, social media, event signage, and digital journal
- 2 Preferred Seating tickets

Venue Sponsor: \$45,000

Printing Sponsor: \$15,000

Photography Sponsor: \$10,000

Décor Sponsor: \$5,000

For more information, please contact Jennifer Caplan at Jennifer.Caplan@cancer.org or 212.237.3818



REPLY FORM

Please reply by August 6, 2021 choose from the following opportunities and identify the quantity:

Sponsorship Opportunities

- Presenting Sponsor: \$50,000
- Cocktail Reception Sponsor: \$35,000
- Platinum Sponsor: \$25,000
- Gold Sponsor: \$15,000
- Silver Sponsor: \$10,000
- Bronze Sponsor: \$7,500

Underwriting Opportunities

- Venue Sponsor: \$45,000
- Printing Sponsor: \$15,000
- Photography Sponsor: \$10,000
- Décor Sponsor: \$5,000

Individual Luncheon Tickets

- Patron Level: \$2,000
- Friend Level: \$1,000
- Individual Ticket: \$500

Digital Journal Advertisements

- Full-Page (JPEG or EPS format, 3300px wide x 1800px high resolution): \$500
- I am unable to attend, but would like to make a donation in the amount of \$_____

DONATION INFORMATION

Company and/or Individual Names (printed, EXACTLY as they should appear in program): _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ **E-Mail:** _____

Logistics Contact Name (if different): _____

Phone: _____ **E-Mail:** _____

Please mark your selection above and fill out the information below:

Enclosed is my check payable to the American Cancer Society in the amount of \$_____ (Please include "Mothers of the Year Luncheon—A9HFG5" on the memo line and send to: American Cancer Society, Attn: Mothers of the Year 2021, 132 West 32nd Street, New York, NY 10001)

Please charge my credit card in the amount of \$_____

Please charge \$_____ Credit Card: () Amex () Discover () MasterCard () Visa

Name of Cardholder: _____

Credit Card Number: _____ **Exp. Date:** _____ **SC:** _____

Signature: _____

Please submit guest names and digital journal ad to Jennifer.Caplan@cancer.org by **October 8, 2021.**

\$150.00 of each ticket is not tax deductible - Tax ID # 13-1788491

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 call the Society at 1-800-227-2345 or visit us online at cancer.org and click on the "privacy" link at the bottom of the page.

