



AMERICAN CANCER SOCIETY'S

The Hope Gala

SATURDAY | AUGUST 22, 2026

2026 SPONSORSHIP OPPORTUNITIES



2026 HOPE GALA CHAIRS:



LAUREN & JORDAN DEMOSS

2026 HOPE GALA HONOREES:

JAY EZELLE

HEIDI HALLMAN

PATTI CALLAHAN HENRY

DOUG MCCRARY

IN MEMORY OF
JOSH REIDINGER



2026 EVENTS OF

The Hope Gala



COCKTAIL HOUR

6:30 PM



PROGRAM & DINNER

7:45 PM



AFTER PARTY

9:30 PM





PRESENTING
Sponsor

\$50,000

PLATINUM
Sponsor

\$25,000

- All event promotions will include "Hope Gala presented by (Company)."
- Recognition as 2026 Presenting Sponsor with logo or donor name on promotional materials
- Company logo featured on the Hope Gala website as Presenting Sponsor
- Verbal recognition by emcee
- 3 Tables (30 guests) with premier seating
- Donor recognition on invitation
- Recognition on the evening's projection screens as "Presenting Sponsor"

- 2 Tables (20 guests) with premier seating
- Donor recognition on invitation
- Company logo featured on The Hope Gala website
- Recognition on the evening's projection screens as Platinum Sponsor





GOLD
Sponsor
\$15,000

- 1 Table (10 guests)
- Donor recognition on invitation
- Company logo/donor name placement on promotional materials
- Company logo on Hope Gala website
- Company logo on evening's projection screens

SILVER
Sponsor
\$10,000

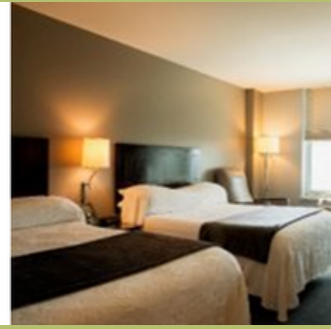
- 1 Table (10 guests)
- Donor recognition on invitation
- Company logo on Hope Gala website
- Company logo on evening's projection screens

UNABLE TO ATTEND??

HOPE LODGE
Sponsor
\$5,000

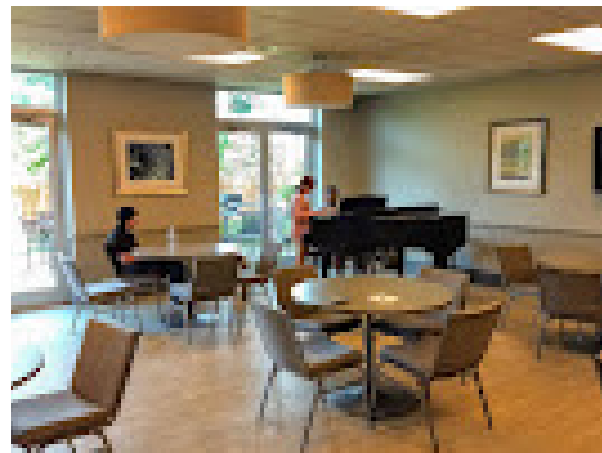
- This does not include a table
- Donor recognition on invitation
- Sponsorship of a Hope Lodge room for 1 year with company logo
- Company logo on evening's projection screens





Joe Lee Griffin
HOPE LODGE

The American Cancer Society Hope Lodge program provides a free home away from home for cancer patients and their caregivers. More than just a roof over their heads, it is a nurturing community that helps patients access the care they need. The Hope Lodge offers a supportive, home-like environment where guests can share a meal, join in the evening's activities, or unwind in their own private room. The Joe Lee Griffin Hope Lodge in Birmingham opened in 2001 and is located near cancer treatment centers in our area. The facility features 33 private guestrooms and bathrooms, a fully equipped community kitchen, a community dining room, a community gathering area, complimentary laundry rooms, an outdoor patio reflection space, as well as a library and computer resource room. Dedicated volunteers are there to help ensure a comfortable stay for our guests and committed staff members provide a nurturing and safe environment for guests. The proceeds from the Hope Gala paddle raise will be used to support this incredible facility to help cancer patients and their caregivers during treatment.





ADDITIONAL EXPOSURE UNDERWRITING OPPORTUNITIES



Your business has the opportunity to gain additional exposure as an underwriting sponsor for the following opportunities. These do not include a table at the event. If you would like to attend, you must also buy a table.

AFTER PARTY SPONSOR

\$10,000

- Company logo highlighted on screens during after-party
- Company logo highlighted on Hope Gala website
- Company logo signage on stage

BID PADDLE SPONSOR

\$5,000

- Company logo highlighted on mission moment paddles
- Company logo highlighted on Hope Gala website
- Company logo highlighted on sponsor welcome sign/screens

LIVE AUCTION SPONSOR

\$5,000

- Company logo highlighted on live auction screen
- Company logo highlighted on event night big screen
- Company logo highlighted on Hope Gala website

REGISTRATION SPONSOR

\$5,000

- Company logo on every check-in laptop
- Company logo highlighted on Hope Gala website

PODIUM SPONSOR

\$5,000

- Company logo on podium at stage
- Company logo highlighted on Hope Gala website

SPECIALTY BAR SPONSOR

\$5,000

- Company logo on specialty bar
- Company logo highlighted on Hope Gala website

VALET SPONSOR

\$2,500

- Company logo on signage at valet parking
- Company logo highlighted on Hope Gala website

SPONSORSHIP COMMITMENT

THANK YOU FOR SUPPORTING THE AMERICAN CANCER SOCIETY'S HOPE GALA.

Donor Name (for use on printed material) _____

Contact Person _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

SPONSORSHIP
OPPORTUNITIES

Presenting Sponsor | \$50,000

Platinum Sponsor | \$25,000

Gold Sponsor | \$15,000

Silver Sponsor | \$10,000

Hope Lodge Sponsor | \$5,000

Underwriting Sponsor | \$2,500 - \$10,000

We are unable to sponsor, but we would like to give
a general donation of \$ _____

Please send details of underwriting preferences and all questions to staff contact below.

BILLING AND PAYMENT INFORMATION

My check made payable to the American Cancer Society is enclosed

Invoice me at the address above

I prefer to pay online at Hopegalabirmingham.org

Deadline for invitation print: June 16, 2026

Please return completed form by email to:
Libba.hardwick@cancer.org

Or mail to: American Cancer Society | Hope Gala
1100 Ireland Way, Suite 300
Birmingham, Alabama 35205



THANK YOU

FOR YOUR SUPPORT!

Thank you for investing in the mission of the 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" through education, advocacy, research and patient services. At American Cancer Society, we are committed to helping people get well, stay well, find cures and continue the fight against this deadly disease.



COMMITMENT

If you would like to support the American Cancer Society's Hope Lodge of Birmingham or join us at The Hope Gala on August 22, 2026, please contact

Libba Hardwick,
Hope Gala Staff Partner

LIBBA HARDWICK

Libba.Hardwick@cancer.org
205.902.8770

MAILING ADDRESS

1100 Ireland Way, Suite 300
Birmingham, AL 35205

Your Support Helps Us Save Lives

