



# Dinner *in* White™

2016 SPONSORSHIP PROPOSAL

*Benefiting*



University of Colorado  
Cancer Center

A NATIONAL CANCER INSTITUTE-DESIGNATED  
CONSORTIUM COMPREHENSIVE CANCER CENTER

PLEASE JOIN US FOR

# Dinner *in* White™

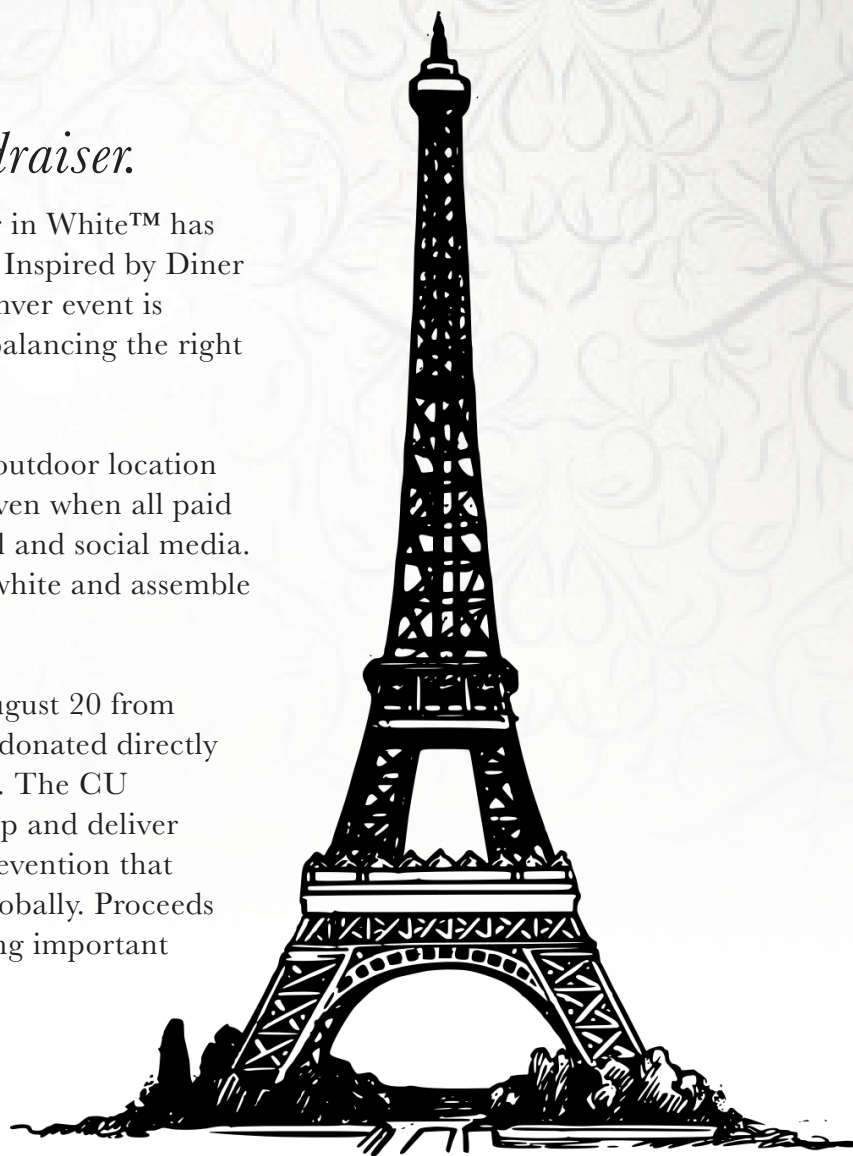
**AUGUST 20, 2016**

*More than just another fundraiser.*

Since its first appearance in 2010, the Dinner in White™ has quickly become the summer event in Denver. Inspired by Diner Blanc held annually in Paris, this popular Denver event is produced with the next generation in mind, balancing the right mix of philanthropy and fun.

This exclusive event has a unique twist. The outdoor location remains a secret until one hour prior to the event when all paid guests are notified of the new venue via email and social media. Like Diner Blanc in Paris, guests dress in all white and assemble together for Denver's biggest "pop-up party."

This year's event will be held on Saturday, August 20 from 7-11pm. All net proceeds from this event are donated directly to the University of Colorado Cancer Center. The CU Cancer Center's mission is to discover, develop and deliver breakthroughs in diagnosis, treatment and prevention that improve cancer care locally, nationally and globally. Proceeds from Dinner in White go directly to supporting important research to aid in the fight against cancer.



Benefiting University of Colorado Cancer Center



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## *University of Colorado Cancer Center*

The University of Colorado Cancer Center is the only National Cancer Institute-designated comprehensive cancer center serving Colorado, and one of just 45 in the United States. CU Cancer Center is also one of 26 elite members of the National Comprehensive Cancer Network, setting the gold standard in terms of national and international guidelines for clinical practice in oncology.

CU Cancer Center's scientists and cancer clinicians work at the University of Colorado Denver, Anschutz Medical Campus, University of Colorado Boulder, Colorado State University, University of Colorado Health (which includes University of Colorado Hospital, Memorial Hospital, Poudre Valley Hospital, and Medical Center of the Rockies), Children's Hospital Colorado, Denver Veteran Affairs Medical Center, Denver Health, National Jewish Health, and Kaiser Permanente.

This consortium structure has made a significant impact on cancer treatment and survivorship locally, such as higher 5-year survival rates than statewide and national averages for several cancer types, including cancers of the prostate, breast and lung.

Although the funds raised have significant local impact and the clinical programs benefit hundreds of Colorado residents, the scientific achievements have a national reach and move the scientific community closer and closer to finding a cure for cancer.



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## *Facts about cancer*

In 2016, about 585,720 Americans are expected to die of cancer—  
almost 1,600 people per day.

\*Based on American Cancer Society's Cancer Facts and Figures

Each day, women are diagnosed with cancer.  
Roughly, the break down of the numbers per day are:

- Ovarian Cancer: 60 per day
- Cervical Cancer: 35 per day
- Breast Cancer: 635 per day
- Prostate Cancer: 605 per day
- Lung Cancer: 606 per day

Currently there are 14.5 million cancer survivors in the US  
(compared to 9.8 million in 2001)

Patients treated at the University of Colorado Cancer Center have higher  
5-year survivor rates than the state and national averages.

## *Research brings hope*

The CU Cancer Center is known for its robust and diverse Phase I clinical trials program —  
the only program of its kind in the region — and its personalized cancer treatment.

CU Cancer Center has developed tests that find specific gene defects within the individual's cancer  
tumors, allowing each person's cancerous tumors to be targeted with new drugs, positioning CU  
Cancer Center as a national leader for clinical trials of "targeted" drugs.



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## *Sponsor Levels and Benefits*

### TITLE \$10,000 (only two available)

- Exclusive title sponsor of the event
- 12 VIP tickets to attend event
- Company logo and recognition as Title Sponsor on dinnerinwhite.com and event social media sites.
- Company name and status as Title Sponsor prominently mentioned in event press releases
- Name with link on social media sites, as well as 15 postings
- Designated as Title Sponsor in text to all guests prior to event
- Company logo and designation as Title Sponsor included in email confirmation to all ticket buyers
- Prominent logo on signage inside and around the perimeter of the event
- Opportunity to address the guests from the stage
- Continuous recognition throughout the event on video displayed on both sides of the stage
- Recognition as Title Sponsor from the stage.
- Opportunity to provide promotional materials at the event (must be approved by CU Cancer Center)
- Special donor profile on CU Cancer Center's blog, coloradocancerblogs.org (averages 5,000-6,000 views/month)
- Special donor recognition in post event wrap-up feature in C3, CU Cancer Center's newsletter  
(Fair Market Value Received: \$600)

### CHOICE OF ADDITIONAL SPONSORSHIP BENEFIT

(Select one)

**WALL OF WINE(\$3,000 ADDED VALUE):** Guests purchase a ticket for \$25, and select an unknown bottle of wine ranging in value between \$20 to \$200.

- Signage at the Wall of Wine, including logo
- Each wine bottle labeled with logo
- Logo on official event cup
- Recognition as Wall of Wine sponsor on thank you video

### PHOTO BOOTH (\$3,000 ADDED VALUE)

- Signage on photo booth
- Logo included on all pictures
- Logo on official event cup
- Recognition as Photo Booth sponsor on thank you video

For more information, please contact Lindsay Andrews at  
Lindsay.K.Andrews@ucdenver.edu | 303-724-7823



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## *Sponsor Levels and Benefits*

### PRESENTING \$7,500 (only one available)

- Ten VIP tickets to attend the event
- Logo and recognition on [dinnerinwhite.com](http://dinnerinwhite.com) and social media
- Name mentioned in event press releases
- Logo and designation as Presenting Sponsor included in e-mail confirmation to ticket buyers
- Name listed with link on social media sites, as well as 10 postings
- Logo on signage inside and around perimeter of event
- Recognition as Presenting Sponsor from the stage
- Opportunity to provide promotional materials at event (must be approved by CU Cancer Center)
- Special donor profile on CU Cancer Center's blog, [coloradocancerblogs.org](http://coloradocancerblogs.org) (averages 5,000 to 6,000 views/month)
- Donor recognition in post event wrap-up featured in C3 (CU Cancer Center's newsletter)  
(Fair Market Value Received: \$500)

### ADDED SPONSORSHIP BENEFIT

**PARISIAN MARKETPLACE:** A designated area for guests to shop from a variety of vendors with a percentage of proceeds benefitting CU Cancer Center

- Signage above the Parisian Marketplace
- Recognition as Parisian Marketplace Sponsor on thank you video.

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[Lindsay.K.Andrews@ucdenver.edu](mailto:Lindsay.K.Andrews@ucdenver.edu) | 303-724-7823



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### OR (GOLD) \$5,000

- Eight VIP tickets tickets to attend the event
  - Logo and recognition on dinnerinwhite.com and social media
  - Name mentioned in event press releases
  - Logo on signage inside and around perimeter of event
  - Recognition from the stage
  - Opportunity to provide promotional materials at event (must be approved by CU Cancer Center)
  - Donor profile on CU Cancer Center's blog, coloradocancerblogs.org (averages 5,000 to 6,000 views/month)
  - Donor recognition in post event wrap-up featured in C3 (CU Cancer Center's newsletter)
- (Fair Market Value Received: \$400)

### ARGENT (SILVER) \$2,500

- Six VIP tickets tickets to attend the event
  - Logo and recognition on dinnerinwhite.com and social media
  - Name mentioned in event press releases
  - Logo on signage inside and around perimeter of event
  - Recognition from the stage
  - Opportunity to provide promotinal materials at event (must be approved by CU Cancer Center)
- (Fair Market Value Received: \$300)

### BRONZE (BRONZE) \$1,000

- Four VIP tickets tickets to attend the event
  - Logo and recognition on dinnerinwhite.com and social media
  - Name mentioned in event press releases
  - Name listed on signage inside and around perimeter of event
  - Recognition from the stage
- (Fair Market Value Recieved: \$200)

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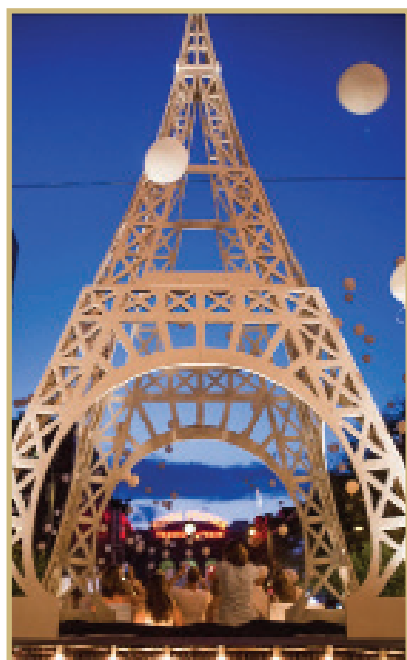
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## *Past Event Highlights*







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*Thank You To Our 2015 Sponsors*

**5280** [ THE DENVER MAGAZINE ]

**VAPOR  
DISTILLERY**  
HANDCRAFTED SPIRITS  
BOULDER CO USA

*The Weygandt Family*



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NEIGHBORHOODS



*Twenty Grand*  
V O D K A

**HOTEL TEATRO**



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## Sponsor Agreement Form

Company name \_\_\_\_\_ Contact name \_\_\_\_\_

Company name as it should appear on all publications \_\_\_\_\_

Contact person(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

### DINNER IN WHITE SPONSORSHIP LEVEL

- \$10,000 Level       Wall of Wine or       Photo Booth
- \$7,500 Level       \$5,000 Level       \$2,500 Level       \$1,000 Level

### METHOD OF PAYMENT

Check enclosed (*Make payable to the University of Colorado, include Dinner in White on memo line.*)

Credit Card:     Visa       MC       AmEx       Discover

Amount \$ \_\_\_\_\_ Card number \_\_\_\_\_ Expiration date \_\_\_\_/\_\_\_\_

Name as it appears on the card signature\* \_\_\_\_\_

*\*By signing this agreement, we wish to become a sponsor of the 2016 Dinner in White event and the benefits it provides, and agree to provide donations prior to the event.*

### AGREEMENT FORM SUBMISSION

MAIL THIS FORM TO: University of Colorado Cancer Center | Attention: Lindsay Andrews  
13001 East 17th Place, MS A065 | Aurora, Colorado 80045

EMAIL TO: [lindsay.k.andrews@ucdenver.edu](mailto:lindsay.k.andrews@ucdenver.edu)

FAX TO: 303-724-4694

### SPONSOR LOGO GUIDELINES

If logo inclusion is part of your sponsor package, please send in preferred format. Preferred format is a vector file (.eps, .ai) in CS6 or lower. Acceptable format is a raster (.jpg, .tiff) at 300 DPI (low resolution will not print clearly).

**QUESTIONS?** Please contact Lindsay Andrews at [lindsay.k.andrews@ucdenver.edu](mailto:lindsay.k.andrews@ucdenver.edu) or 303-724-7823.