

Every cancer. Every life.™

American Cancer Society

HOPE Ball 2025 PRESENTED BY DELTA

Board of Ambassadors





Every cancer. Every life.

WILL YOU JOIN US?

Cancer impacts everyone, male and female, young and old. In fact, 1 in every 3 Americans will experience a cancer diagnosis in his or her lifetime. For more than 110 years, the American Cancer Society has improved the lives of people with cancer and their families through advocacy, research, and patient support.

With more than 19 Fortune 500 companies calling Metro Atlanta home, the city is uniquely positioned to generate the funds, advocacy, and influence needed to end cancer as we know it. The Atlanta Hope Bail's **Board of Ambassadors** is a group of experienced, connected, and influential leaders who understand the urgency of the American Cancer Society's mission to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

The mission of the **Board of Ambassadors** is to increase the American Cancer Society's local impact on cancer through active engagement of stakeholders from Atlanta's corporate, philanthropic, educational and healthcare communities.

As a leader in your industry, we ask that you thoughtfully consider becoming a 2025 Atlanta Hope Ball **Board of Ambassador**. Your partnership today is an investment in more tomorrows.

Learn more at hopeball.org







BOARD OF AMBASSADORS Roles and Responsibilities

The board's focus is achieving the financial priorities and elevating the mission and message of the American Cancer Society via the Atlanta Hope Ball.

BOARD REQUIREMENTS

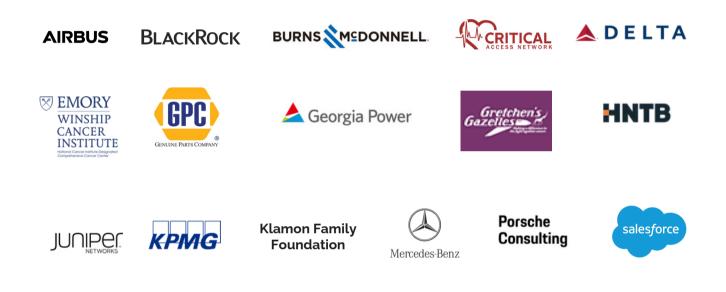
- Donate or solicit a minimum of \$25,000
- Guide event strategy to achieve revenue goals
- Recruit leadership to serve on BoA
- Attend at least 4 pre-event BoA meetings (mix of virtual and in person meetings)
- Fill a minimum of one table at Hope Ball
- Contribute live and silent auction with items in excess of \$2500+ in FMV
- Chair or help lead a subcommittee

RECOGNITION

- Website and social media mentions
- C-Suite leadership and network
- visibility
- Event marketing and collateral
- Event program book
 Podium recognition

IN GREAT COMPANY

RECOGNIZING SOME OF OUR CURRENT AND FORMER CORPORATE BOARD OF AMBASSADORS PARTICIPANTS



AMERICAN CANCER SOCIETY

Tselan Kunian Senior Development Manager II tselan.kunian@cancer.org 404.316.7828

Richard Cox

Hope Ball Chair Delta Air Lines acscgoemployeeengagement@delta.com



Executive Planning Committee - Roles & Requirements

The planning committee is a separate group that partners with our BoA on a focus area for the event!

• Fulfill the listed roles responsibilities

• 2-ticket commitment

• Donate or solicit \$10,000

- Auction **Communications. PR. & Marketing** The Auction committee is responsible for leading Work with appropriate American Cancer the plan to solicit and obtain items for the event's Society PR staff and BoA team members to Live & Silent Auctions. maximize awareness and opportunities with the public and among the BoA's affiliations. They work with the Logistics Chair to curate and convey requirements, plan the auction display Help create social media and other online area, and assist staff/ volunteers on the event marketing campaigns and posts to highlight night execution of the auction. the mission, event, leadership, and auction. **Mission Support** Logistics The Logistics Committee works closely with the Help lead the focus on a mission-oriented ACS Staff Partner to determine and deliver the restricted/unrestricted giving opportunities event night logistical needs for the event. that take place during the gala program. The logistics work to include - vendor coordination, This committee needs to engage individuals décor, auction set-up, food & beverage, VIP with the capacity to provide a major gift to reception, volunteers, entertainment, pre & post ACS and serve as champions for this event activities, security and clean-up, and more. opportunity in the community. Social Committee & Table Host **Sponsorship** Leverage your relationships to recruit and invite Work closely with the Event Chair and Conew, highly philanthropic individuals with the Chair to lead corporate giving and capacity and passion for giving. sponsorship revenue. Connect with table hosts to create elevated Share connections to corporate leaders in the experiences for all guests, share pre-event Georgia market, help to leverage, expand and opportunities, and collaborate with logistics on secure these relationships for 2025 and planning. future BoA leadership.
- * Collaborate with assigned BoA Leadership and American Cancer Society staff members * Recognition online and in the program