



Every cancer. Every life.™



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 Ball'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

HOPE Ball ²⁰²⁵

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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

AIRBUS

BLACKROCK

BURNS & MCDONNELL



DELTA



 **Georgia Power**



HNTB

JUNIPER
NETWORKS



**Klamon Family
Foundation**



**Porsche
Consulting**



AMERICAN CANCER SOCIETY

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Richard Cox

Hope Ball Chair

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Executive Planning Committee - Roles & Requirements

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

- Donate or solicit \$10,000
- Fulfill the listed roles responsibilities
- 2-ticket commitment

Auction

The Auction committee is responsible for leading the plan to solicit and obtain items for the event's Live & Silent Auctions.

They work with the Logistics Chair to curate and convey requirements, plan the auction display area, and assist staff/ volunteers on the event night execution of the auction.

Communications, PR, & Marketing

Work with appropriate American Cancer Society PR staff and BoA team members to maximize awareness and opportunities with the public and among the BoA's affiliations.

Help create social media and other online marketing campaigns and posts to highlight the mission, event, leadership, and auction.

Logistics

The Logistics Committee works closely with the ACS Staff Partner to determine and deliver the event night logistical needs for the event.

The logistics work to include - vendor coordination, décor, auction set-up, food & beverage, VIP reception, volunteers, entertainment, pre & post event activities, security and clean-up, and more.

Mission Support

Help lead the focus on a mission-oriented restricted/unrestricted giving opportunities that take place during the gala program.

This committee needs to engage individuals with the capacity to provide a major gift to ACS and serve as champions for this opportunity in the community.

Social Committee & Table Host

Leverage your relationships to recruit and invite new, highly philanthropic individuals with the capacity and passion for giving.

Connect with table hosts to create elevated experiences for all guests, share pre-event opportunities, and collaborate with logistics on planning.

Sponsorship

Work closely with the Event Chair and Co-Chair to lead corporate giving and sponsorship revenue.

Share connections to corporate leaders in the Georgia market, help to leverage, expand and secure these relationships for 2025 and future BoA leadership.

* Collaborate with assigned BoA Leadership and American Cancer Society staff members

* Recognition online and in the program