

HOPE *Ball*

Presented by  DELTA

Board of Ambassadors

**An Event
Benefiting**



ROLES & *Responsibilities*

The mission of the Board of Ambassadors is to increase the Society's local impact on cancer through active engagement of stakeholders from Atlanta's corporate, philanthropic, educational and healthcare communities. The board's focus is achieving the financial priorities and elevating the mission message of the American Cancer Society via the Atlanta Hope Ball.

BOARD REQUIREMENTS

- *Donate or solicit a minimum total of \$25,000*
- *Set financial strategy to meet revenue goals*
- *Recruit leaders to serve on BoA*
- *Attend 4 pre-event BoA meetings*
- *Fill (minimum) one table at Hope Ball*
- *Donate one live auction package*

RECOGNITION

- *Event invitation and collateral*
- *Media publications and press release*
- *Event program book*
- *Official website and social media mentions*

2022 Ambassadors

Hope Ball Chair

Ken McCue
Vice President, TechOps Supply Chain
Delta Air Lines

Hope Ball Co-Chair

Eric Phillips
Senior Vice President of Airport Customer
Service and Cargo
Delta Air Lines

BOARD OF AMBASSADORS

Oko Buckle

Vice President &
General Manager,
Burns & McDonnell

Dr. Adam Marcus

Deputy Director
Winship Cancer Institute,
Emory University

Steven Klamon

Gretchen's Gazelles,
Delta Diamond
Medallions for Good

Lisa J. Smith

Vice President
Community & Economic
Development
Georgia Power

Don Lynch

SVP, WW Cloud
Solutions Alliance Team,
Salesforce

Jim Wood

Managing Director
KPMG

2022 Mission Moment



Attacking from every angle.™

The mission moment of Hope Ball 2022 will raise funds for cancer research with a spotlight on innovation and groundbreaking research.

FUNDING CANCER RESEARCH

At the American Cancer Society, we're on a mission to free the world from cancer. Until we do, we'll be funding and conducting research. Our grants fund high impact and innovative cancer research conducted by hundreds of promising scientists and health care professionals—primarily early in their careers—at institutions across the United States.

We are committed to maintaining a broad cancer research portfolio—any type of cancer and within any part of the cancer research continuum. In addition, we place a special emphasis on solution-based health equity research.

Consider supporting the mission moment of the 2022 Hope Ball and help the American Cancer Society support cancer research grants that may lead to the next breakthrough.

JOIN US

Become a sponsor and join the company of top corporations that supported Hope Ball and the American Cancer Society in 2021 raising nearly \$900,000.

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2021 HOPE BALL SPONSORS

Thank you 2021 SPONSORS



WHY BECOME A 2022 CORPORATE SPONSOR?

- Positioning yourself as a partner of the American Cancer Society - the largest and most respected voluntary health organization in the United States - will bolster your company's reputation and demonstrate your commitment to serving the community.
- 74 percent of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Our brand helps to clearly identify your organization, set it apart from other organizations, and ultimately create relationships with our communities.
- The American Cancer Society has a 98 percent recognition rate among Americans. No other health organization has a higherrating.
- Americans believe cancer is the single most important health problem they face today.

CONTACT *Information*

AMERICAN CANCER SOCIETY

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404.354.9670*

EVENT LEADERSHIP

*Ken McCue
Hope Ball 2022 Chair
Delta Air Lines
ken.mccue@delta.com*