



HOPE *Ball* 2023

Presented by  DELTA

BOARD OF
AMBASSADORS

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*

2023 AMBASSADORS

HOPE BALL CHAIR

Erik Snell

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

HOPE BALL CO-CHAIR

Ken McCue

Vice President, TechOps Supply Chain

BOARD OF AMBASSADORS

Odessa Archibald

Chief of Staff for
SVP of Charitable Giving
Georgia Power

Grene Baranco

Vice President of E-Commerce
Mercedes-Benz of Buckhead

Oko Buckle

Vice President & General Manager
Burns & McDonnell

Bo Heiner

EVP Client Development & Consulting
Next Marketing

Joshua Hirschheimer

Associate Partner
Porsche Consulting

Steven Klamon

Gretchen's Gazelles
Delta Diamond Medallions for Good

Dr. Adam Marcus

Deputy Director
Winship Cancer Institute at Emory University

Lisa P. Thompson

HNTB Corporation
Vice President, National Practice Leader

Jim Wood

Managing Director
KPMG

2023 MISSION MOMENT



Every cancer. Every life.

The mission moment of Hope Ball 2023 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 end cancer as we know, for everyone. 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 2023!

THANK YOU TO OUR 2022 SPONSORS

PRESENTING



PLATINUM



MISSION GOLD



SILVER



WHY BECOME A 2023 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 higher rating.
- Americans believe cancer is the single most important health problem they face today.

CONTACT INFORMATION

AMERICAN CANCER SOCIETY

Tselan Kunian

Senior Development Manager II

tselan.kunian@cancer.org

404.316.7828

EVENT LEADERSHIP

Erik Snell

2023 Hope Ball Chair

Delta Air Lines

acscgoemployeeengagement@delta.com