

# CONSTRUCTION VS CANCER

DIG DEEP IN THE FIGHT AGAINST CHILDHOOD CANCER

NOVEMBER 2, 2024



Every cancer. Every life.



# DIG DEEP IN THE FIGHT AGAINST CHILDHOOD CANCER

Join us and the Las Vegas construction industry for a unique fundraising event that benefits the American Cancer Society and provides a festive, carnival-like atmosphere amongst construction equipment.



A UNIQUE  
CONSTRUCTION EVENT  
HOSTED IN LAS VEGAS



OVER \$1 MILLION HAS  
BEEN RAISED IN LAS  
VEGAS FOR CHILDHOOD  
CANCER SINCE  
INCEPTION IN 2018.



INDUSTRY KNOWN  
HONOREES ARE  
AWARDED EACH YEAR



OVER 3,000  
PARTICIPANTS ATTENDED  
IN 2023



A large, white sign is the central focus, covered in numerous colorful handprints in shades of red, blue, green, and yellow. The word "Construction" is printed in a large, bold, black font across the middle of the sign. Below it, the words "American Cancer Society" are visible in a smaller font. The sign is set against a dark, blurred background of a city street with people walking. Two horizontal yellow bars are positioned above and below the main text.

# AMERICAN CANCER SOCIETY

THE AMERICAN CANCER SOCIETY IS THE LEADING CANCER-FIGHTING ORGANIZATION WITH A VISION OF ENDING CANCER AS WE KNOW IT, FOR EVERYONE. WE ARE THE ONLY ORGANIZATION WORKING TO IMPROVE THE LIVES OF PEOPLE WITH CANCER AND THEIR FAMILIES THROUGH ADVOCACY, RESEARCH, AND PATIENT SUPPORT.



# THE **PREMIER** FAMILY- FRIENDLY CONSTRUCTION EVENT HOSTED IN LAS VEGAS, NEVADA

YOUR INVESTMENT CAN HELP SAVE LIVES FROM CANCER.





# FACTS & FIGURES

- Every two minutes, a child or adolescent is diagnosed with cancer worldwide.
- On average, 2 children each week in Southern Nevada are diagnosed with cancer.
- About 14,470 children in the United States under the age of 15 will be diagnosed with cancer in 2024.
- Cancer is the leading disease-related cause of death for children and adolescents
- 1 in 260 children adolescents will be diagnosed with cancer before the age of 20.





# IMPACT AT A GLANCE

The American Cancer Society is dedicated to fighting childhood cancer through research funding and advocacy.

As of January 2023, they're funding 44 multi-year research grants totaling \$26 million specifically for childhood cancer.

Thanks to significant treatment advancements, the 5-year survival rate for children with cancer has increased to 85%, a substantial improvement from around 58% in the mid-1970s."







AMERICAN CANCER SOCIETY HAS HOSTED CONSTRUCTION VS CANCER IN LAS VEGAS SINCE 2018, RAISING OVER \$1 MILLION AND PROVIDING CHILDHOOD CANCER PATIENTS AND THEIR SUPPORTERS THE OPPORTUNITY AND THRILL OF "SITTING IN THE DRIVER'S SEAT."





# PARTNERSHIP BENEFITS

*"The games these companies come up with are so creative! They do a great job at making sure every child has something fun to take home and remember the day."*

**-CAMILLE, MOTHER ATTENDEE**



# PARTNERSHIP BENEFITS

YOUR INVESTMENT CAN HELP SAVE LIVES FROM CANCER.

Connect with industry experts and the community by integrating your brand throughout their Construction vs Cancer experience.



## ALIGNING YOUR BRAND

This is a way to engage internal and external audiences and connect them to a larger purpose.

## INDUSTRY NIGHT

Entertain clients and partners at our exclusive VIP sponsor evening.

## ON-SITE BRANDING

Continue to expand your reach by having your brand featured on-site and throughout the event

## DIGITAL MARKETING

Build your following and connect with Construction vs Cancer's growing crowd through digital platforms, social media, and digital marketing.





# ALIGNING YOUR BRAND

Corporate philanthropy is more than a message – it's a movement.

- Opportunity to engage in a co-branding partnership with America's highly trusted source of cancer information
- Opportunity to have an American Cancer Society staff partner at your company office to engage employees in health and wellness opportunities
- Rights to promote sponsorship in company materials (Society to provide images)
- Early Access Passes for company employees and families







# INDUSTRY NIGHT

Prior to the event, connect with your clients as they enjoy networking with other like minded industry professionals at our exclusive VIP/Sponsor evening

- VIP Sponsor Passes
- Catered hors d'oeuvres
- Exclusive ACS Swag
- Logo placement at event
- Efficient Lead Generation
- Increased brand exposure through the event itself and event advertising
- Onsite activation



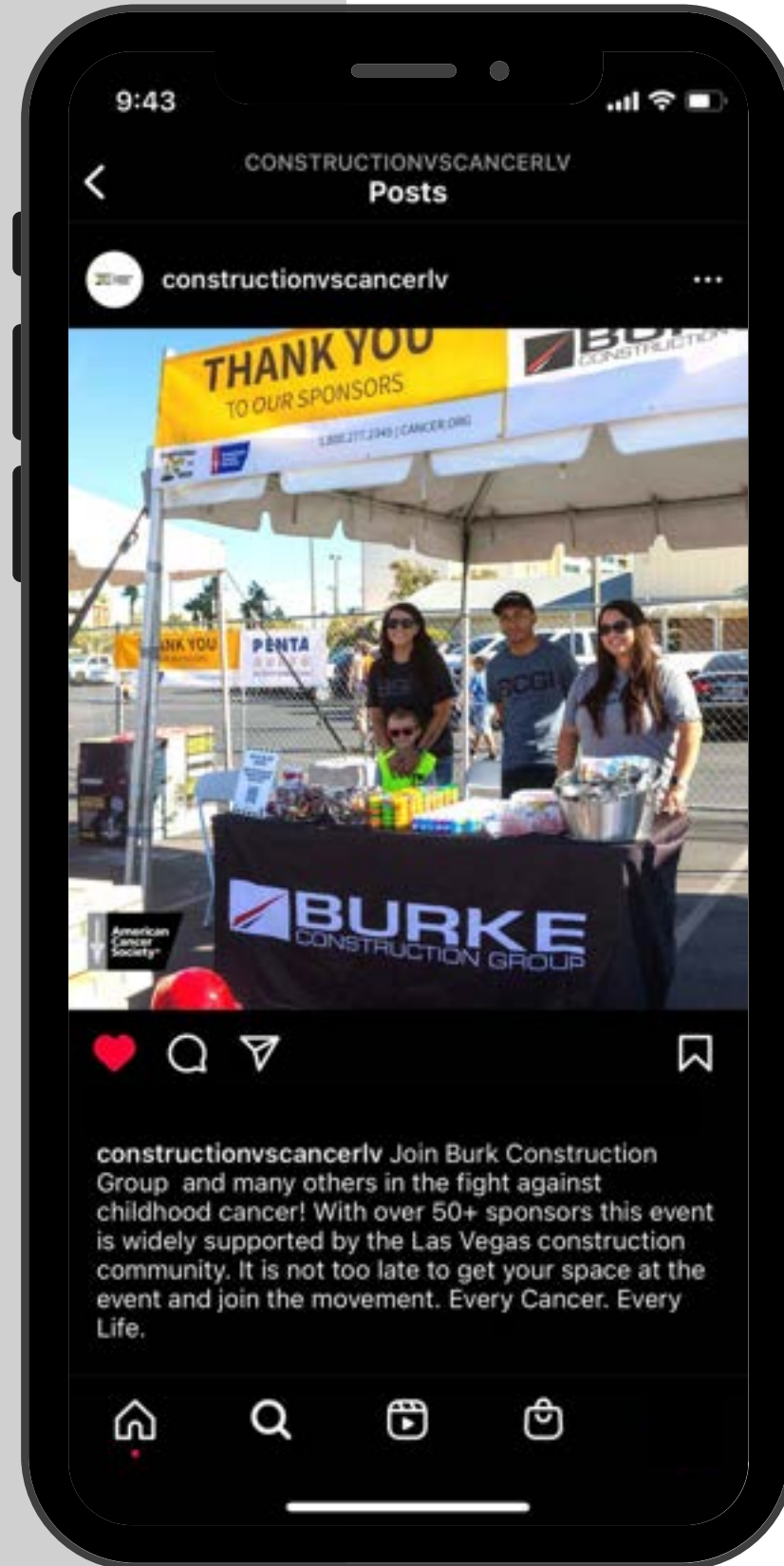
# ON-SITE BRANDING

Event branding offers unique and effective solutions to build visibility of your brand within the community

- Speaking opportunity during the program and verbal recognition from the stage
- Promotional space at the event (Society to provide tent with logo banner or bring your own tent)
- If equipment vendor, opportunity for additional space in addition to tent space
- Fencing banner logo
- Logo on all shared event signage
- Opportunity to display company banner within promotional space
- Opportunity to distribute pre-packaged Society-approved company products or materials within promotional space







# DIGITAL MARKETING

Online opportunities (website/social media) will offer numerous spaces for logos and branding to drive user traffic and generate brand awareness.

- Company name featured on all collateral, website, and social media platforms
- Company logo placement on Home page of the event website with click through capabilities
- Company logo placement on sponsor page of the event website
- Logo on all print/digital collateral materials
- Post event recognition
- Company name/logo shared on PSA with local tv media partner
- Company name/logo shared via email
- Invitation to participate in all media opportunities.



# BECOME A SPONSOR



**WE HAVE OPPORTUNITIES RANGING FROM \$2,500-\$25,000 AND WE WOULD LOVE TO HAVE YOU ON BOARD. PLEASE CONTACT JORDAN SANTINI IF YOU WOULD LIKE TO GET INVOLVED WITH CONSTRUCTION VS CANCER.**

**email:** [jordan.santini@cancer.org](mailto:jordan.santini@cancer.org)

**phone:** 702.449.8202





# PARTNERSHIP SUMMARY



INVESTMENT: \$2,500 (SAMPLE)

ALIGNING YOUR BRAND	BRANDING & MEDIA	DIGITAL MARKETING	ADDITIONAL OPPORTUNITIES
Co-branded alignment	Name mention from stage	Sponsor page name inclusion	Two (2) VIP Sponsor mixer passes
Staff partner to engage employees			
Social media partner template			



# PARTNERSHIP SUMMARY



INVESTMENT: \$5,000 (SAMPLE)

ALIGNING YOUR BRAND	BRANDING & MEDIA	DIGITAL MARKETING	ADDITIONAL OPPORTUNITIES
Co-branded alignment	10x10 tent at event *	Sponsor page logo inclusion	Ten (10) Early Access Passes
Staff partner to engage employees	Name mentioned on stage	Name mentioned email blast upon signing up and more as they become available	Two (2) VIP Sponsor mixer passes
Social media partner template			

\*Equipment providers space is included



# PARTNERSHIP SUMMARY



INVESTMENT: \$7,500 (SAMPLE)

ALIGNING YOUR BRAND	BRANDING & MEDIA	DIGITAL MARKETING	ADDITIONAL OPPORTUNITIES
Co-branded alignment	10x10 tent at event + space for activity *	Social media postings	Ten (10) Early Access Passes
Staff partner to engage employees	Name mentioned on stage	Sponsor page logo inclusion	FOUR (4) VIP Sponsor mixer passes
Social media partner template	Logo on fencing banner	Logo on email newsletters	

\*Equipment providers: space is included



# PARTNERSHIP SUMMARY



INVESTMENT: HOSPITALITY SPONSOR : \$7,500 (SAMPLE)

## ALIGNING YOUR BRAND

## BRANDING & MEDIA

## DIGITAL MARKETING

## ADDITIONAL OPPORTUNITIES

Co-branded alignment	Opportunity for branded swag at industry night	Social media postings	Six (6) VIP Sponsor mixer passes
Staff partner to engage employees	Multiple name mentions	Logo inclusion on registration website	Full contact list of all attendees
Social media partner template	Logo on signage	Logo on email newsletters related to the industry event	Speaking opportunity at industry night
	Other branding opportunities (plates, napkins)	Sponsor sign up page logo inclusion	



# PARTNERSHIP SUMMARY



INVESTMENT: \$10,000 (SAMPLE)

ALIGNING YOUR BRAND	BRANDING & MEDIA	DIGITAL MARKETING	ADDITIONAL OPPORTUNITIES
Co-branded alignment	Endcap tent placement + 10x10 tent at event + space for activity	Social media postings	Ten (10) Early Access Passes
Staff partner to engage employees	Name mentioned on stage	Home page logo inclusion	SIX (6) VIP Sponsor mixer passes
Social media partner template	Logo on fencing banner	Logo on email newsletters	Speaking opportunity at hospitality networking event
	Speaking opportunity at event	Sponsor page logo inclusion	

\*Equipment providers: space is included



# PARTNERSHIP SUMMARY

INVESTMENT: \$20,000 CONTRIBUTION (\$10,000 CASH - \$10,000 EQUIPMENT IN-KIND) (SAMPLE)

ALIGNING YOUR BRAND	BRANDING & MEDIA	DIGITAL MARKETING	ADDITIONAL OPPORTUNITIES
Co-branded alignment	Premiere promotional space at event	Social media shout outs	Ten (10) Early Access Passes
Staff partner to engage employees	Logo on digital collateral materials (excluding billboards)	Website homepage logo inclusion	Eight (8) VIP Sponsor Evening Passes
	Speaking opportunities on stage	Sponsor page logo inclusion (linked)	Speaking opportunity at hospitality networking event
	Shared logo banners	Logo on email newsletters	Branding at hospitality event



# PARTNERSHIP SUMMARY



PRESENTED BY CASHMAN EQUIPMENT

INVESTMENT: \$25,000 CONTRIBUTION - PRESENTING SPONSOR - (SAMPLE)

## ALIGNING YOUR BRAND

## BRANDING & MEDIA

## DIGITAL MARKETING

## ADDITIONAL OPPORTUNITIES

Co-branded alignment	"Presented by..." wording following Construction vs Cancer name	Social media shout outs / name in profile bio	Ten (10) Early Access Passes
Staff partner to engage employees	Premiere tier branded promotional space at event	Website homepage logo inclusion (linked)	Eight (8) VIP Sponsor Evening Passes
Interactive Engagement: engage directly with event attendees	name and logo on print and digital collateral materials	Sponsor page logo inclusion (linked)	Shared logo banners
Contributions are making a significant impact	Speaking opportunities on stage and in media	Logo on email newsletters	Branding at hospitality event
			Speaking opportunity at hospitality networking event



# PARTNERSHIP SUMMARY



PRESENTED BY CASHMAN EQUIPMENT

INVESTMENT: \$25,000 CONTRIBUTION -JOBSITE SPONSOR - (SAMPLE)

## ALIGNING YOUR BRAND

## BRANDING & MEDIA

## DIGITAL MARKETING

## ADDITIONAL OPPORTUNITIES

Co-branded alignment	Branded swag and signage for jobsite activity stations	Social media shout outs to main partner and possible trade partners	Ten (10) Early Access Passes
Staff partner to engage employees	Premiere branded promotional space at event	Website homepage logo inclusion (linked)	Ten (10) total VIP Sponsor Evening Passes
Interactive Engagement: engage directly with event attendees	Name and logo on print and digital collateral materials related to the jobsite	Sponsor page logo inclusion (linked)	Speaking opportunity at hospitality networking event
Contributions are making a significant impact	Sponsors will receive media exposure through press releases, event announcements, and social media promotions	Logo on email newsletters	Branding at hospitality event
			+ other opportunities as they become available