



Every cancer. Every life.

# CONSTRUCTION VS CANCER

DIG DEEP IN THE FIGHT AGAINST CHILDHOOD CANCER

NOVEMBER 4, 2023



# 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.



THE ONLY FAMILY-FRIENDLY CONSTRUCTION EVENT HOSTED IN LAS VEGAS, NV



\$944,000 HAS BEEN RAISED FOR CHILDHOOD CANCER SINCE INCEPTION IN 2018.



INDUSTRY KNOWN HONOREES ARE AWARDED EACH YEAR



OVER 2,000 PARTICIPANTS ATTENDED IN 2022



A group of children and adults are gathered at an outdoor event, likely a construction-themed activity. Many children are wearing yellow hard hats and high-visibility vests. They are sitting on yellow plastic chairs or stools. In the foreground, a child is sitting on the ground, wearing a yellow hard hat and a high-visibility vest, looking down at something in their hands. A yellow bucket is next to them. In the background, other children and adults are visible, some taking photos. A sign with the word "WELCOME" is partially visible on the right side. The overall scene is bright and active.

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# 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.

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# 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 10,470 children in the United States under the age of 15 will be diagnosed with cancer in 2022.
- After accidents, cancer is the second leading cause of death in children ages 1 to 14
- About 1,050 children under the age of 15 are expected to die from cancer in 2022.



# IMPACT AT A GLANCE

The American Cancer Society takes a comprehensive approach to combatting childhood cancer by funding research and advocating for government policies that include making it easier for all children to get quality care and providing support for patients and their families.

As of October 2022, we are currently funding 43 childhood cancer research grants totaling more than \$27 million nationwide.

Because of major treatment advances in recent decades, 85% of children with cancer now survive 5 years or more. Overall, this is a huge increase since the mid-1970s, when the 5-year survival rate was about 58%.





AMERICAN CANCER SOCIETY HAS HOSTED CONSTRUCTION VS CANCER IN LAS VEGAS SINCE 2018, RAISING OVER \$944,000 AND PROVIDING CHILDHOOD CANCER PATIENTS AND THEIR SUPPORTERS THE OPPORTUNITY AND THRILL OF "SITTING IN THE DRIVER'S SEAT."



# PARTNERSHIP BENEFITS

*"We absolutely love all the swag items these companies bring out for the kids. 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 HOSPITALITY

\*NEW THIS YEAR - 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 HOSPITALITY

*\*New in 2023\**

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 with open bar
- Exclusive ACS Swag
- Logo placement at event
- Lounge furniture and charging stations



# 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 20x80 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

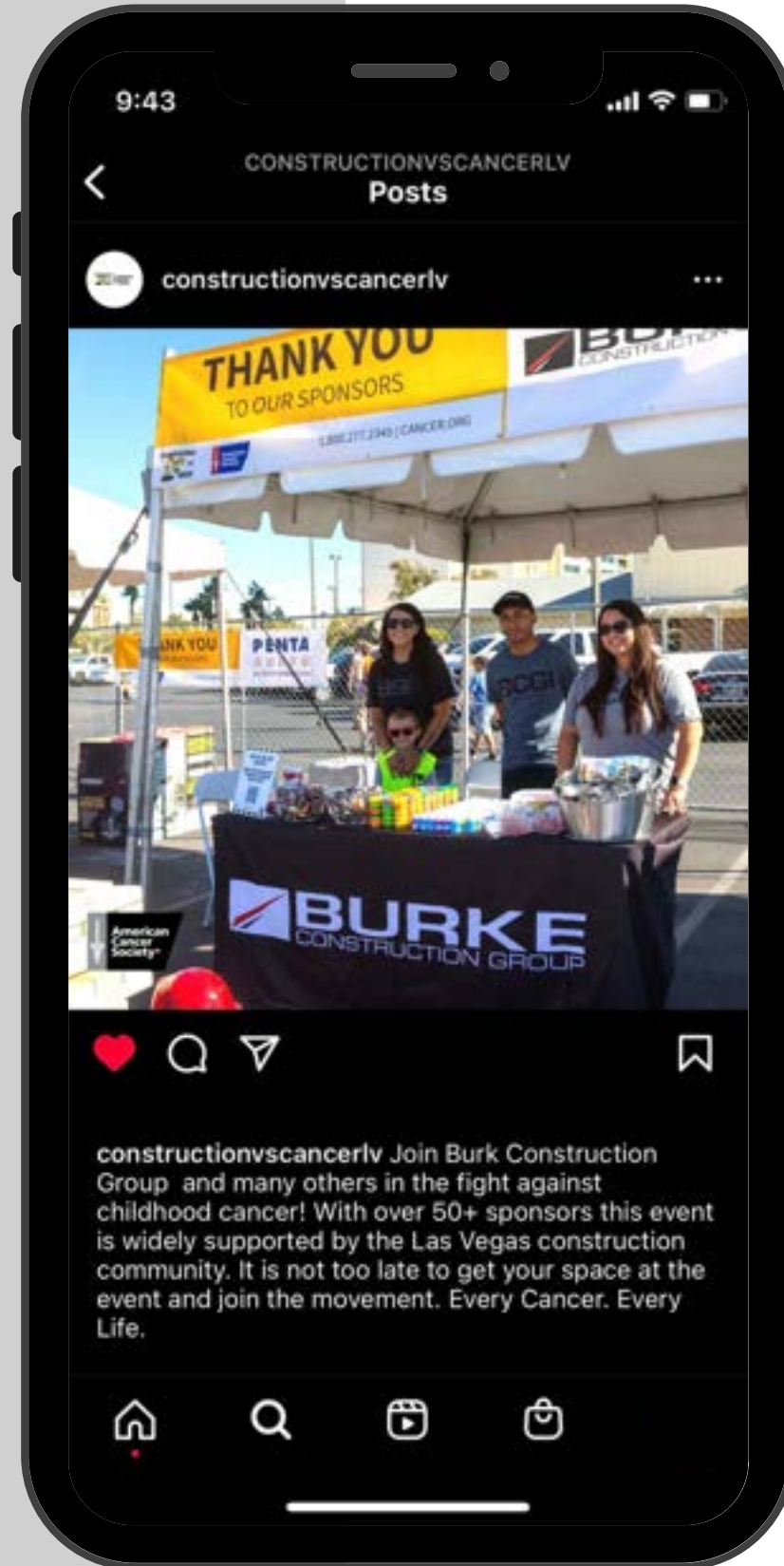


# EVENT SPACE SELECTION

Choose where you want your brand to be during the event.

-  Premiere Tier placement
-  Gold Tier Placement
-  Base Tier Placement





# 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-\$50,000 AND WE WOULD LOVE TO HAVE YOU ON BOARD. PLEASE CONTACT JORDAN SANTINI IF YOU WOULD LIKE TO GET INVOLVED WITH CONSTRUCTION VS CANCER.**

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