



**This year, hundreds will come together to fight back against cancer through the American Cancer Society 9th Annual Hope On The Slopes at Jay Peak Resort. We hope you will join us in saving lives, celebrating lives, and leading the fight for a world without cancer!**



**As a vital member of our community,  
we invite you to join us to help lead the fight  
for a world without cancer, as a  
2019 Hope On The Slopes sponsor!**

For the past nine years Buddy's Angels has partnered with Jay Peak Resort and the American Cancer Society to host an all-day ski & snowboard event called Hope on the Slopes. We are able to share that this is our 9th Annual event because of support from individuals and businesses like you who have provided the support for this event to grow each year! Dollars raised help the American Cancer Society save lives by supporting education and prevention efforts, funding groundbreaking cancer research, and providing free information and services for people with cancer who need them.

Your sponsorship will help the American Cancer Society save more lives faster and allow your business to connect with your customers, employees and the public at large in new and meaningful ways. There are many benefits - from community engagement, brand recognition to increased employee morale and more.

**Mothers. Fathers. Brothers. Sisters. Grandparents. Uncles and Aunts. Friends. Coworkers. Neighbors.**  
Cancer affects the lives of so many people close to us. In fact, 1.6 million people in the US will be newly diagnosed with cancer this year alone. In Vermont it is expected that over 3,800 people will be diagnosed this year. These are staggering statistics. But together, there is hope. American Cancer Society continues to be the largest non-government, not-for-profit funding source of cancer research in the U.S. *There are currently more than 200 grants waiting to be funded. That's why events like this are so important.*

**In Vermont, access to care remains a top priority.** We are focused on making sure cancer patients get to treatment and have a place to stay if needed. Some patients need to go to the University of Vermont Medical Center for radiation treatment. Our Hope Lodge facility in Burlington (1 of only 36 in the country) provides FREE lodging to patients and their caregivers during treatment. Additionally, our Road to Recovery program helps provide patients with FREE transportation to treatments across the state.

This year, hundreds will come together to fight back against cancer through the American Cancer Society Hope On The Slopes at Jay Peak Resort. We hope you will join us in saving lives, celebrating lives, and leading the fight for a world without cancer!

**Enclosed you will find information about sponsorship opportunities for your review & consideration.**

Sincerely,

Cindy Willis & Allyson Bathalon  
[jaypeakhopeontheslopes@gmail.com](mailto:jaypeakhopeontheslopes@gmail.com)  
**Cindy's mobile** (603)359-2139

Heather Winther  
[Heather.Winther@cancer.org](mailto:Heather.Winther@cancer.org)  
**C** (802) 333.0312      **O** (802) 872-6325



# 2019 HOPE ON THE SLOPES SPONSORSHIP OPPORTUNITIES

By supporting the American Cancer Society you'll partner with a leader in the fight against cancer. As a 2019 sponsor you will become involved with the most successful grass roots organization in the world, increase your company's visibility, enhance your brand image, and boost employee morale.

Hope on the Slopes is a Vertical Challenge where individuals & teams compete to get the most vertical feet. Skiers & Snowboarders of every age & ability level participate in casual, though competitive activity. Everybody enjoys the festivities, to make your day at the vertical challenge the most fun you've ever had in the snow.

RIGHTS AND BENEFITS SPONSORSHIP LEVEL	HOTS Angel Sponsor	Vertical Challenge Sponsor	HOTS Event Sponsor	Hope Sponsor	Friend of ACS	In Kind Sponsor
<b>SPONSORSHIP AMOUNT</b>	\$3,000	\$1,000	\$500	\$250	\$100	Any
Sponsor certificate provided by ACS after event	<input checked="" type="checkbox"/>					
Recognition as event sponsor on HOTS social media	<input checked="" type="checkbox"/>					
Company logo on the HOTS website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	LISTING	LISTING	LISTING	LISTING
Sponsor Recognition sign at event	LOGO	LOGO	LOGO	LOGO	LISTING	
Company recognition on HOTS printed materials	LOGO	LOGO	LOGO	LISTING	LISTING	
Sponsor level recognition at event throughout the day	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Corporate or team logo will be featured in event day signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Registration waived for 10 team members (\$300 value)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Company name on select radio spots	<input checked="" type="checkbox"/>					

# 2019 HOPE ON THE SLOPES SPONSORSHIP REGISTRATION FORM



**BUSINESS NAME:** \_\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**TELEPHONE NUMBER:**  
(specify: office/mobile) \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_ **WEBSITE:** \_\_\_\_\_

## COMMITMENT LEVEL

<input type="checkbox"/> <b>\$3,000 HOTS Angel</b>	<input type="checkbox"/> <b>\$100 Friend of ACS</b>
<input type="checkbox"/> <b>\$1,000 Vertical Challenge</b>	<input type="checkbox"/> <b>In Kind:</b> Specify product or service donation _____
<input type="checkbox"/> <b>\$500 HOTS Event</b>	_____
<input type="checkbox"/> <b>\$250 Hope Sponsor</b>	_____

## METHOD OF PAYMENT

Please make checks payable to: American Cancer Society

**Enclosed is my sponsorship check in the amount of \$** \_\_\_\_\_

**Charge my credit card (please print clearly)**

Card Type:  VISA  MasterCard

Discover  AMEX

Cardholder's name: \_\_\_\_\_

Billing address: \_\_\_\_\_

**Card number:** \_\_\_\_\_

**Exp. date:** \_\_\_\_\_

**Security code:** \_\_\_\_\_

We are unable to be designated as a sponsor this year, but enclosed is our donation of \$ \_\_\_\_\_

**Sponsor  
Signature:** \_\_\_\_\_

(Please sign and retain a copy for your records.)

**Date:** \_\_\_\_\_

**Completed forms should be sent to:**

American Cancer Society Attention: HOTS 2019 55 Day Lane Williston, VT 05495 or faxed to 802-872-6399

# How we save lives, celebrate lives, and lead the fight for a world without cancer.

Here are just a few examples of how we worked toward achieving our mission in 2017.

## Supporting Cancer Survivors



- Helped **more than 33,000** women manage appearance-related side effects of treatment
- Provided **more than 9,000** peer support services to breast cancer patients
- Provided **more than 112,000** special kits of tailored information and resources for newly diagnosed patients
- Thousands** of patients, survivors, and caregivers use our online Cancer Survivors Network.

## Finding Cancer's Causes and Cures



- We funded **755** grants to **180** research institutions and universities.
- The American Cancer Society has invested more than **\$4.6 billion** in research and has given grant funding support to **47** individuals who went on to win the Nobel Prize.
- There were more than **4,400** downloads per month, on average, of *Cancer Facts & Figures*, our comprehensive publication of cancer data

## Providing Leadership and Education for the Health Care Community



Our cancer screening guidelines go through a rigorous, evidence-based review to help patients and their health care providers make the best choices to screen for cancer.

- Our prevention guidelines help people reduce their risk of cancer, and our survivorship guidelines help people live life to the fullest after cancer.
- We work in communities across the country to get health care professionals information and resources to help more people prevent cancer or find it early, when it may be easier to treat.
- Our three peer-reviewed journals inform health care professionals about emerging science so they can provide the best possible care for their patients.

## Helping Cancer Patients Access Care



- Provided **more than 340,000** rides to treatment and other cancer-related appointments
- Provided **nearly 452,000** nights of free lodging at our Hope Lodge® communities, and **more than 49,000** nights of free or reduced lodging through our Hotel Partners Program.
- Since 2011, CHANGE grants have supported community health centers in their efforts to reduce the unequal burden of cancer in underserved communities. Collectively, CHANGE grantees have provided more than **2.8 million** outreach and education interventions, and contributed to more than **800,000** breast, cervical, and colorectal screening exams provided at low or no cost.
- Our patient navigators helped guide **more than 40,000** newly diagnosed cancer patients to overcome barriers to care.

## Offering Information and Education



- Our website, cancer.org, had more than **106 million** visits for the latest, most accurate information on virtually all topics related to cancer.
- Our 24/7 helpline handled more than **1.34 million** calls and live chats from those seeking support, information, and resources.
- We offer **more than 40** award-winning books, from cookbooks to caregiving support.



## Fighting Cancer through Public Policy

The American Cancer Society Cancer Action Network™ (ACS CAN), our nonprofit, nonpartisan, advocacy affiliate, works with lawmakers at the federal, state, and local levels to pass laws and policies that impact our mission and improve our ability to prevent, detect, and treat cancer. Some results of these efforts:

- More than **2.7 million** people in the US will be covered by new local smoke-free laws that include restaurants and bars once 2017 ordinances are fully implemented.
- Congress approved a **\$2 billion** increase in medical research funding for the National Institutes of Health, including **\$475 million** for the National Cancer Institute for FY 2017.
- Lifesaving breast and cervical cancer screening and treatment programs are provided to women due to advocating to protect and increase state funding levels.



# 2019 HOPE ON THE SLOPES SOCIAL MEDIA BEST PRACTICES

## OVERVIEW

- Create a bit.ly link to your personal or team page > Ex. [bit.ly/HOTSJPR-HeatherWinther](https://bit.ly/HOTSJPR-HeatherWinther)
- Try to include photos/videos of you and your friends rocking HOTS merch from past years!
- Change up your posts with photos of random snowy things you find in the community
- Instagram users – includes tags to @AmericanCancerSociety and your city (ex #Vermont) in Instagram posts.
- Instagram users – include a direct link (or bitly link) to your FUNdraising page in your Instagram bio. That's the only place to hyperlink a website on Instagram.
- Twitter users: Update your profile to include a direct link (or bitly link) to your page.
- Hashtags to use: #HopeOnTheSlopes #HopeOnTheSlopesVT

## SAMPLE SOCIAL MEDIA POSTS

- I'm wearing my HOTS [insert hoodie/ T shirt] because I've been selected to join #HopeOnTheSlopesVT! Visit my team FUNdraising page today and show your support for @AmericanCancerSociety [TeamURL](#)
- We have a shared determination to help everyone dealing with #cancer. Please support [TEAM NAME] [TeamURL](#)
- For my <#Insert reason to fundraise>. [TeamURL](#)
- #cancer death rates have declined by 35% since 1989. Donate today to help the American Cancer Society save more lives! [TeamURL](#)
- Need #cancer help and want to talk to someone anytime, day or night? Call @AmericanCancerSociety at 1-800-227-2345 to talk to a cancer information specialist. [TeamURL](#)
- Support #HopeOnTheSlopes and help @AmericanCancerSociety do work like this: funding millions nationwide in a vast array of #cancerresearch grants, including those focused on evaluating disparities and identifying unmet needs to better improve screening and early detection and to better support those dealing with a diagnosis. [TeamURL](#)
- What can your support do? \$25 could help the American Cancer Society provide free access to 24-hour information and support for one person with a cancer diagnosis. [TeamURL](#)
- Last year, the American Cancer Society Hope Lodge program provided 276,000 nights of free lodging to patients traveling away from home for treatment. Your support makes this possible! [TeamURL](#)
- What can your support do? \$50 could help provide five rides to and from treatment for a cancer patient. [TeamURL](#)



# 2019 HOPE ON THE SLOPES TEAM FUNDRAISING IDEAS

**Every dollar you raise helps the American Cancer Society save lives from cancer. Personalize your fundraising to include activities that will interest your networks. While your fundraising possibilities are endless, here are some ideas to get you started.**

## PERSONAL

- Personalize your fundraising page with your personal story and photo, and use your dashboard to send fundraising e-mails.
- Start your campaign by making a personal donation. Your friends, family, and business contacts will realize how important this cause is to you.
- Share your personal story, in a letter to some of your personal contacts, describing why you are involved in this event and how their support would mean a lot to you.
- Coordinate a fundraising effort tied to an activity you commit to doing if you hit a fundraising milestone. For example, maybe you will be up for wearing a tutu for a day or dye your hair green & blue when you hit your fundraising goal!

## USE YOUR FUNDRAISING DASHBOARD TO:

- Personalize your fundraising page on the HOTS website with your personal story, a photograph, or a video.
- Ask your friends and family for their support via email, Facebook, and Twitter.
- Create a bit.ly link of your personal page > Ex. [bit.ly/HOTSJPR-HeatherWinther](http://bit.ly/HOTSJPR-HeatherWinther)
- Using the app: Enter check and cash donations or collect credit card donations.
- Thank your donors and keep them updated on your progress.
- Download the ACS Mobile FUNdraising App for Android or iPhone.

## FRIENDS, FAMILY, PEERS, AND BUSINESS CONTACTS

- Send emails or letters to friends and family (don't forget those out of town), asking them to donate to your campaign.
- Text your close friends with a link to donate. Ask them to donate \$10 and to ask 10 of their friends to donate \$10!
- Write a personal plea for support to your employees, coworkers, and other peers to donate, and see if your company will match the donations.
- Encourage your business contacts whose company has a matching gift program to use it when making donations.

## SOCIAL MEDIA

- As you share your pictures and information about Hope On The Slopes, ask followers to donate to help you become the top fundraising candidate and support your mission to help save lives from cancer.
- Offer friends the chance to honor a loved one. For a certain donation (your choice), post a picture of someone whom your friend wants to honor or remember.
- Provide updates on your fundraising progress through your social media networks, and always provide a link to your personal fundraising website.



# 2019 HOPE ON THE SLOPES TEAM FUNDRAISING IDEAS

## COORDINATE A FUNDRAISER AT YOUR BUSINESS

- Use your business to help fundraising. For example, a previous candidate found success in offering green or blue coffee cups in one of his restaurants and donated proceeds from every cup of coffee to his campaign.
- Your coworkers are sure to want to help support your efforts. Hold dress-down days and bake sales and encourage both staff and customers to support the cause.
- Get silly! A previous candidate who was a teacher offered to dress in a snow bunny suit each Friday that he reached his weekly fundraising goal. A meteorologist committed to using some of his television time to highlight other teams in support of his campaign, as well as cancer survivors. He also agreed that if he reached his goal by a specific date, he would allow the local high school cheerleaders to paint his green & blue during a Friday football game. Get creative in finding ways for your coworkers to help you fundraise.
- Purchase a green & blue suit and offer your colleagues the opportunity to donate and “dare” you to wear your suit in various public places.
- Bring your customers into the fundraising. One previous candidate had his company purchase green & blue snowflake ties, and for a \$100 donation to his campaign, he would present donors with a tie at their office, taking a photo to post to his company’s social media page. This not only generated buzz, but it was good PR for his company and the vendors and donors who supported him.
- Host a penny war/penny drive. A previous candidate who was a superintendent of a large school system had his elementary and middle school participate. In addition to raising money, he also generated awareness for the cause.

## COORDINATE AN OFF-SITE FUNDRAISER

- Ask a local business to donate an item (such as cooler, car lease, golf or fishing outing, restaurant gift certificate, weekend at a condo, etc.), and ask friends and family to sell chances to win the prize(s). Draw the winner on November 1.
- Design a unique T-shirt and give one to each person who supports your campaign with a donation.
- Ask a local business (or your business) to host an employee dress-down day – \$10 for the opportunity to wear jeans on Friday.
- Ask a local business to host a bake sale, or have a local restaurant donate a portion of their proceeds to your campaign.
- Secure food donations and host a lunch at the office, with coworkers donating to attend. Make it festive by encouraging everyone to wear green & blue.
- If you work out a gym regularly, ask a trainer to volunteer his or her time so you can raffle a month of personal training to those who donate \$20 or more to your campaign. Be sure to check local, county, or state rules regarding raffles

## HOST A FUNDRAISING EVENT

- Have a BBQ or wine-and-cheese party. Ask friends to come and donate to your campaign.
- Have any connections at a local brewery? Ask if you can be a guest bartender. You and the entire staff could wear neon green & blue shirts with the HOTS logo on them (order a bunch and sell extras at the event) and have a few items to auction off. Collect tips, donations, and money from the auction items and T-shirt sales.
- Create an experience! A previous candidate who is a local media personality set a donation price to have a dinner date with him. For each dinner, he hosted a Facebook Live event at the beginning to introduce the donor, show his appreciation, and promote his fundraiser.
- Leverage your talents or those of others who support you. A previous candidate planned a violin concert by their son as a fundraiser. They invited their close friends and asked for a donation for attendance.
- Know anyone who would be willing to host a fashion show? Get a group of your best friends (or colleagues, or other teams) dress up in your best attire (some with outfit changes), and strut your stuff on a make-shift runway. Put tip jars were put out with the models’ numbers on them to help encourage donations. You may even get some tips!
- Whatever your sport of choice, coordinate a fundraising event around it and invite your friends, family, and peers to support you.

# AMERICAN CANCER SOCIETY

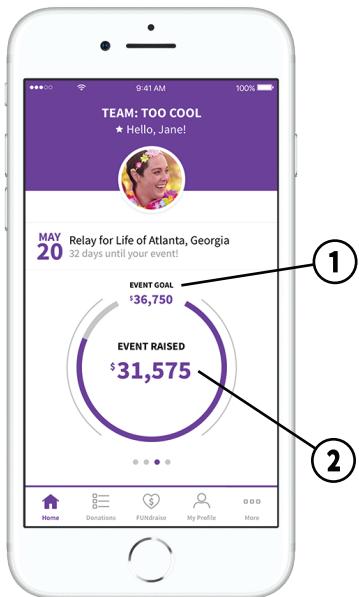
# FUNdraising APP



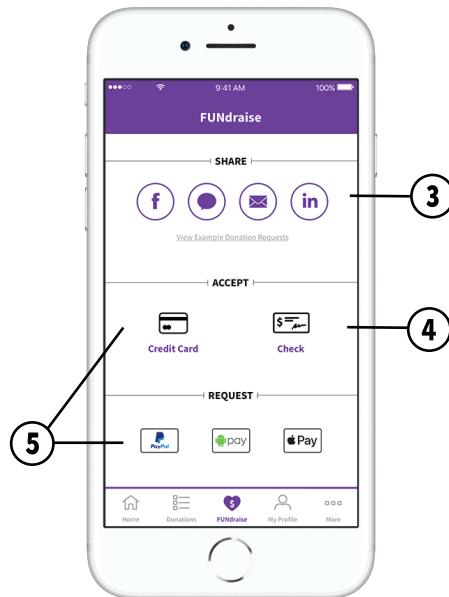
Help support the American Cancer Society. Download and fundraise from anywhere with our FUNdraising app.

**It is now easier than ever to raise and track donations.**

## TRACK PROGRESS



## REQUEST & ACCEPT DONATIONS



- 1** Easily keep track of your fundraising goals and progress.
- 2** Your dashboard will track all mobile and web donations made to you, your team, and/or your event.
- 3** Ask for donations easily and personally via Facebook, text, email, or LinkedIn.
- 4** Accept donations easily and securely with bank-grade technology and encryption. Quickly scan checks and cards!
- 5** Give your donors flexibility with a variety of payment methods: credit/debit cards, checks, PayPal, Android Pay, and Apple Pay.

# DOWNLOAD

NEED HELP? 1-888-227-5552 | [cancer.org/app](http://cancer.org/app)





Hello, Heather!



**MAR 3** Hope On The Slopes At Jay Peak  
128 days until your event!

**YOUR GOAL** \$100 

**YOU RAISED** \$0

• • •

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**Donations**

Last Refreshed On: 10/26/2018 11:22:47 AM

**PERSONAL** **ALL TEAMS**

What are you waiting for?  
Start Fundraising!

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**My Profile**

Raised: \$0

**ABOUT ME** 

**Why I am Involved**  
I have a passion to end cancer. The American Cancer Society shares that passion. I am in a position to make a difference within my community, and I believe I have an opportunity and an obligation to do so. I know that by raising funds and awareness, we can help create a world free from the pain and suffering of cancer.

**Why I Support the American Cancer Society**  
Every day, the American Cancer Society helps people take steps to reduce their risk of cancer or find it early, when it's small and easiest to treat. They provide free information and services when and where people need it. They are funding

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**Credit Card** **Check**

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