

Construction vs. Cancer

The Utah Big Dig

TBD 2018



Sponsorship and Underwriting Opportunities



THE BIG DIG- DIG FOR GOLD

The Big Dig gives local Utah children, focusing particularly on those with cancer, the opportunity to attend and operate heavy machinery, including excavators, scissor lifts, and more.

Sponsors and ticketholders will be “hard hats” for the day operating heavy construction equipment in beautiful Utah in a festive fair-like atmosphere. More than 1500 big and little construction “wanna-be’s” are expected to attend the Utah Big Dig for The American Cancer Society.

ABOUT THE AMERICAN CANCER SOCIETY

- The largest voluntary health organization in the United States
- 2.5 million dedicated volunteers
- 47 Nobel Prize winners for cancer research
- More than \$17 million currently invested in childhood cancer research grants
- More than \$4.3 million currently invested in research grants in Utah
- Over 23,000 nights provided to cancer patients at the Hope Lodge in SLC, Utah

PEDIATRIC CANCER

In 2018, an estimated 14,660 new cases of cancer will be diagnosed and 1,850 cancer-related deaths will occur among children aged birth to 19 years.

Cancer is the second leading cause of death in children ages 1-14, exceeded only by accidents. Approximately 1 in 285 children will be diagnosed with cancer before age 20.





Sponsorship Opportunities



\$30,000 PRESENTING Sponsor

- Recognition as Presenting Sponsor on all external communications including media
- Recognition on all collateral, social media and website
- Display of four (4) banners at THE UTAH BIG DIG
- Display table for company to hand out information and/or giveaways
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Opportunity for representative to speak at THE UTAH BIG DIG
- Eighty (80) tickets to attend THE UTAH BIG DIG
- Forty (40) tickets to sponsor local children touched by cancer (ACS will distribute)



\$20,000 QUARTZ Sponsor

- Recognition on all collateral, social media and website
- Display of three (3) banners at THE UTAH BIG DIG
- Display table for company to hand out information and/or giveaways
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Sixty (60) tickets to attend THE UTAH BIG DIG
- Thirty (30) tickets to sponsor local children touched by cancer (ACS will distribute)



10,000 ZIRCON Sponsor

- Recognition on all collateral, social media and website
- Display of two (2) banners at THE UTAH BIG DIG
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Forty (40) tickets to attend THE UTAH BIG DIG
- Ten (10) tickets to sponsor local children touched by cancer (ACS will distribute)



\$5,000 KID ZONE Sponsor

- Recognition on all collateral, social media and website
- Display one (1) banner on kid zone tent or logo on one master kid zone tent
- Tent, table and chairs will be provided. Sponsors have the option to provide their own kid-appropriate activities and volunteers to run the area.
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Twenty (20) tickets to attend THE UTAH BIG DIG
- Eight (8) tickets to sponsor local children touched by cancer (ACS will distribute)



\$2,500 COPPER Sponsor

- Recognition on event website
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Ten (10) tickets to attend THE UTAH BIG DIG
- Four (4) tickets to sponsor local children touched by cancer (ACS will distribute)



\$1,000 GRAPHITE Sponsor

- Recognition on event website
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Four (4) tickets to attend THE UTAH BIG DIG
- Two (2) tickets to sponsor local children touched by cancer (ACS will distribute)

Underwriting Opportunities

Tent, Table and Chair Underwriter - \$15,000

- Recognition on website and social media
- Banner displayed at festival area
- Company Logo on event T-shirt
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Forty (40) tickets to attend THE UTAH BIG DIG
- Twenty (20) tickets to sponsor local children touched by cancer (ACS will distribute)



Lanyard and Wristband Underwriter - \$3,500

- Recognition on website and social media
- Exclusive branding on each lanyard distributed to attendees (provided by sponsor)
- Photo opportunities at the event for internal and external communications
- Opportunity for employees to volunteer at the event
- Ten (10) tickets to attend THE UTAH BIG DIG
- Four (4) tickets to sponsor local children touched by cancer (ACS will distribute)



In-Kind Donation Opportunities

All In-Kind Opportunities Include:

- Recognition on website and social media
- Banner displayed in designated area (if applicable)
- Photo opportunities at the event for internal and external communication
- Listing on 'Thank- You Sponsor Banner' at the event

Kid's Swag (hard hats, sunscreen, t-shirts, etc.)

Volunteer T-Shirts

Food Vendor (tent, table and chairs provided)

Survivor Gifts

Entertainment

Signage and Banners

Kid's Activities

Create Your Own *Work with ACS to create your own in-kind opportunity to enhance the event

