

2020 Construction vs. Cancer Partner Opportunities



**Presenting Partners: Michigan CAT and MacAllister Rentals
Hosted by Operating Engineers 324**

Executive Chair: Lee Graham, Executive Director
Operating Engineers 324 LMEC



ABOUT THE AMERICAN CANCER SOCIETY

Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer. The American Cancer Society works to achieve this both nationally and locally through our efforts with advocacy, education, lodging, research, and transportation.

- The largest voluntary health organization in the United States
- 47 Nobel Prize winners for cancer research since 1946
- More than \$37 million currently invested in 68 childhood cancer research grants; as of August 1, 2019

PEDIATRIC CANCER

In 2019, an estimated 11,060 new pediatric cancer cases will be diagnosed and 1,190 deaths will occur among children 0 to 14 years of age in the United States. Cancer is the leading disease-related cause of death among children ages 1-14 years.

Although substantial progress has been made against the most common types of pediatric cancers, survival rates remain low for some types of childhood cancer and ongoing health concerns and quality of life of survivors continues to require our attention.

ACS is deeply committed to making continued advances that will improve outcomes for childhood cancers. Learn more about what we're doing to save lives and prevent suffering at every age and every stage of cancer at cancer.org/childhood



The Big Dig of Michigan

The Big Dig gives local Michigan children the opportunity to attend and operate heavy machinery, including your common construction equipment and emergency service vehicles, while raising awareness and funds for pediatric cancer research. The Construction vs. Cancer platform was introduced in Michigan in 2019 with the inaugural Big Dig of Michigan event that hosted more than 250 children and received an overwhelming response from attending families and the surrounding community.

The 2nd Annual Big Dig of Michigan event will be hosted in June 2020, where partners will serve as “hard hats” and advocates in the fight against cancer and leaders in the ever-growing industry of construction and STEM.

“My boys loved getting to operate the small diggers, they still talk about it!”

“It was amazing, my daughter had an amazing time! She took her hard hat and pictures in for show and tell at school!”

“It was so much more than we expected. The kids loved every minute of it. Everybody was amazing with the kids.”

4.5



Big Dig of Michigan Founding Partners

The Construction vs. Cancer platform, and inaugural Big Dig of Michigan event, were made possible thanks in part to our Founding Partners.

Executive Chair: Lee Graham, Executive Director Operating Engineers 324 LMEC

Presenting Partner: Michigan CAT and MacAllister Rentals

Gold Partners

Operating Engineers 324
Angelo Iafrate Construction
Barton Malow

Silver Partners

Adamo
Ajax Paving
Champagne Marx Excavating
Ram Construction Services
Stante B & V

Bronze Partners

Aristeo Construction
Carhartt
CAM
Great Lakes Fusion
MI Carpenters & Millwrights

Community Partners

RPM
Zeal Credit Union
Promotions Guy



Platinum Partner—\$10,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials
- Opportunity for company leadership to sit on Executive Committee
- Opportunity for media interviews prior to and during event
- Thirty-five (35) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Twenty (20) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of three (3) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Space for three (3) pieces of equipment
- Opportunity for employees to volunteer at the event



Gold Partner—\$5,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials
- Opportunity for company leadership to sit on Executive Committee
- Twenty-five (25) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Fifteen (15) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of three (3) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Space for two (2) pieces of equipment
- Opportunity for employees to volunteer at the event

Silver Partner—\$2,500

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Rights to promote sponsorship in company materials
- Twenty (20) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Ten (10) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of two (2) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Space for one (1) piece of equipment
- Opportunity for employees to volunteer at the event

Bronze Partner—\$1,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Five (5) Partner Access Passes for company employees and families to attend Big Dig of Michigan event

BRAND RECOGNITION

- Company logo placement on sponsor page of the event website, social media platforms, and all print collateral materials
- Company name on all event t-shirts

VISIBILITY ON EVENT DAY

- Display of one(1) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Opportunity for employees to volunteer at the event



2020 Underwriting Opportunities



T-shirt Partner—\$5,000

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Twenty-five (25) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Fifteen (15) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of three (3) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Opportunity for employees to volunteer at the event

Sandbox Partner—\$2,500 *Recognized at Gold \$5,000 level

Sponsor to provide materials and labor to build 10x10 sandbox

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Twenty-five (25) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Fifteen (15) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, and all print collateral materials
- Company name on sandbox

VISIBILITY ON EVENT DAY

- Display of three (3) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Opportunity for employees to volunteer at the event

2020 Underwriting Opportunities



Welcome Bag Partner—\$3,500

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Fifteen (15) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Ten (10) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, event welcome bags and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of two (2) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event

Hard Hat Partner—\$2,500

RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Twenty (20) Partner Access Passes for company employees and families to attend Big Dig of Michigan event
- Ten (10) Partner Access Passes for a local children's organization of company's choice

BRAND RECOGNITION

- Company logo placement on all event t-shirts, sponsor page of the event website, social media platforms, event hard hats and all print collateral materials

VISIBILITY ON EVENT DAY

- Display of two (2) co-branded banners at (ACS provided)
- Promotional space (10x10) to host engaging activity and distribute Society-approved products or materials at the event
- Opportunity for employees to volunteer at the event