**MAGNOLIA** is Moffitt’s signature gala event of the year, and one of the highlights in the city’s social calendar. The event raises funds to support cancer research, and each year brings us ever closer to new treatments and cures. The evening is a celebration of courageous patients, of the extraordinary work of scientists and physicians, and of new discoveries. Support from our corporate community and from individuals provides the foundation of Magnolia’s success. Sponsorship directly funds innovative research and life-saving clinical trials, enabling us to go so much further than would otherwise be possible. Your support will ultimately advance the standard of care for all individuals and families who face cancer now and in the future.

**SATURDAY, MAY 6, 2023**

6:00 p.m.
JW Marriott Tampa Water Street
510 Water Street | Tampa, Florida 33602
YOUR CORPORATION’S IMPACT

One of Moffitt’s greatest strengths is our team approach to fighting cancer, something we couldn’t do without you. It is through your generosity that we are making a tremendous impact on the future of cancer care – working together, sharing information and accelerating new discoveries into improved treatments and better outcomes for our patients.

About Moffitt

• One of only 52 National Cancer Institute-designated Comprehensive Cancer Centers and the only one based in Florida.

• A major economic engine that employs more than 7,800 people across four corporate entities with a projected direct economic output of $2.4 billion per year.

• The Moffitt Foundation’s community of over 23,000 donors raised more than $50.4 million for patient care, cancer research, education and community outreach efforts in fiscal year 2022.

WITH YOUR SUPPORT

79K
Unique Patients Treated Annually

563K
Outpatient and Screening Visits Per Year

600+K
Active Treatment Clinical Trials

ALL 67 FLORIDA COUNTIES

ALL 50 STATES

130+ COUNTRIES
RISE TO THE CHALLENGE

By purchasing tickets or sponsoring Magnolia, you are significantly helping Moffitt’s mission – to contribute to the prevention and cure of cancer. One of the most inspirational parts of the evening is when many of our guests “Rise to the Challenge” of making an additional gift toward Moffitt’s most important life-saving priorities. Those who make a commitment ahead of time will be recognized in the event program and on digital signage the night of the event.

Please contact Liz Flach at 813-745-3298 | Elizabeth.Flach@Moffitt.org if you are interested in this opportunity.

STEPPING UP TO THE PLATE

Richard Staley was paying close attention last year when Dr. Amer Beg gave an engaging presentation explaining Moffitt’s latest advances using cellular therapy to help the body’s immune system fight lung cancer. He hopes his story inspires others to get involved.

Staley, a lung cancer survivor who lives in Pasadena, FL, asked for more information about immunotherapy and lung cancer. He was so impressed by what he learned that he generously donated $1 million to fund this vital research.

Staley didn’t stop there. He reached out to his own Moffitt oncologist, Dr. Ben Creelan, and Moffitt President and CEO Dr. Patrick Hwu to find out more about new cell therapy research underway. This inspired him to donate an additional $2 million to support Moffitt’s Lung Cancer Cell Therapy Working Group.

Bringing together scientists and physicians, this working group uses a team approach in the development of research and treatment for lung cancer. It’s capturing national attention as the next important tool in the treatment of the disease.

“It looks like a fresh approach to cancer research,” Staley said.

By speaking to Moffitt’s experts, Staley gained a new understanding of the innovative and promising ways Moffitt is using immunotherapy for lung cancer treatment. That understanding motivated him to support the research.

“I think everybody should realize the importance of how close all the cancer research people are in coming up with actual breakthroughs. We should maybe open our wallets a little more because cancer is all around us.”

All proceeds from Magnolia help to grow the Magnolia Moffitt Fund, which funds Moffitt’s most important life-saving innovations. Since its inception the gala has raised more than $48 million.
SUPPORT CONFIDENTLY

When you support Magnolia, you can be confident your organization is supporting one of the most highly recognized cancer centers in the country — Moffitt Cancer Center.

Here are some of Moffitt’s most recent honors:

• Ranked on DiversityInc’s 2022 Top Hospitals & Health Systems list for the 7th year in a row

• Named LGBTQ Healthcare Equality Leader by the Human Rights Campaign Foundation in 2022

• Recognized as one of the Best and Brightest Companies to Work For in the Nation for the fifth year in a row

• Ranked among the Tampa Bay Times Top Workplaces for the 11th time

• Magnet designation for nursing excellence

MOFFITT CONNECT

Direct access. Better outcomes. Reduced costs.
For all corporate supporters of the Magnolia Ball.

Health Benefits for Employees

Moffitt understands a diagnosis can be overwhelming, and we are here for employees by offering:

• A direct connection to Moffitt’s cancer expertise.

• Dedicated specialists who help facilitate initial appointments.

• Information on wellness, screening and prevention programs.

• Increased awareness of new treatments, clinical trials or second opinions.

Partnership Benefits for Employers

As an identified partner for cancer care, Moffitt Connect offers employers:

• Collaborative ways to improve health outcomes and reduce cost of care.

• Enhanced access for their employees to appointments, referrals or second opinions on diagnosis and treatment.

• Targeted information on screening and prevention programs.

• Marketing materials to educate employees about access.
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | $150,000

• “Presented by” name recognition and dual branding in Magnolia Ball logo, used across all collateral

• Priority seating for thirty (30) guests (seated at three reserved tables)

• Exclusive meet-and-greet with entertainment for up to ten (10) guests

• Private tour of Moffitt Cancer Center for up to ten (10) guests

• One (1) complimentary suite at the JW Marriott Tampa Water Street the night of the gala

• Champagne service during dinner

• Inclusion on event save the date and invitation mailing (based on commitment date)

• Verbal recognition from stage

• Name and logo recognition on printed and digital signage at event

• Moffitt social media thank you

• Mention in pre-event eblast

• One (1) full-page acknowledgement on outside back cover of printed program

• Logo recognition on prominent inside cover of printed program

• Recognition and link on event website, Moffitt.org/Magnolia

DIAMOND SPONSOR | $100,000

• Priority seating for twenty-four (24) guests (seated at two reserved tables)

• Private tour of Moffitt Cancer Center for up to ten (10) guests

• Champagne service during dinner

• Inclusion on event save the date and invitation mailing (based on commitment date)

• Verbal recognition from stage

• Name and logo recognition on printed and digital signage at event

• One (1) full-page acknowledgement in printed program

• Logo recognition on prominent inside cover of printed program

• Recognition and link on event website, Moffitt.org/Magnolia

EMERALD SPONSOR | $50,000

• Priority seating for twenty (20) guests (seated at two reserved tables)

• Private tour of Moffitt Cancer Center for up to ten (10) guests

• Inclusion on event save the date and invitation mailing (based on commitment date)

• Name and logo recognition on printed and digital signage at event

• Moffitt social media thank you

• Mention in pre-event eblast

• One (1) full-page acknowledgement on outside back cover of printed program

• Logo recognition on prominent inside cover of printed program

• Recognition and link on event website, Moffitt.org/Magnolia
PLATINUM SPONSOR | $25,000
• Seating for twelve (12) guests (seated at one reserved table)
• Name and logo recognition on printed and digital signage at event
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

GOLD SPONSOR | $15,000
• Seating for ten (10) guests (seated at one reserved table)
• Name and logo recognition on printed and digital signage at event
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

SILVER SPONSOR | $10,000
• Seating for four (4) guests
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

ON-SITE ACTIVATION SPONSORSHIPS
Opportunity to showcase brand exposure at the event.
Entertainment – $100,000 (one available)
• Co-branded recognition surrounding live entertainment at event
• Verbal recognition during program
• Seating for four (4) guests
• Name recognition in printed program

After Party – $50,000 (one available)
• Co-branded recognition surrounding after party at event
• Verbal recognition during after party
• Seating for four (4) guests
• Name recognition in printed program

Cocktail Hour – $35,000 (one available)
• Co-branded recognition surrounding cocktail at event
• Verbal recognition during cocktail hour
• Seating for four (4) guests
• Name recognition in printed program

ReMissions Entertainment Sponsor – $25,000 (one available)
• Co-branded recognition surrounding live ReMissions performance at event
• Verbal recognition during performance
• Seating for four (4) guests
• Name recognition in printed program

Welcome – $20,000 (one available)
• Co-branded recognition on entryway décor
• Seating for two (2) guests
• Name recognition in printed program

Live Auction – $20,000 (one available)
• Co-branded logo recognition on guest paddle
• Verbal recognition during live auction
• Seating for two (2) guests
• Name recognition in printed program
**Guest Gift — $15,000 (one available)**
- Co-branded logo recognition on parting guest gift
- Seating for two (2) guests
- Name recognition in printed program

**Social Media Wall — $5,000 (one available)**
- Co-branded logo recognition on social media wall featured at event
- Seating for two (2) guests
- Name recognition in printed program

**Guest Photo — $15,000 (one available)**
- Co-branded logo recognition on guest photo
- Seating for two (2) guests
- Name recognition in printed program

**Event Communications — $2,500 (one available)**
- Co-branded logo recognition on email footer for all email blast communication
- Name recognition in printed program

**Dessert — $15,000 (one available)**
- Co-branded logo recognition incorporated into guest dessert
- Seating for two (2) guests
- Name recognition in printed program

**Valet Parking — $2,500 (one available)**
- Co-branded logo recognition on email footer for all email blast communication valet parking validation ticket
- Name recognition in printed program

**Program Printing — $5,000 (one available)**
- Co-branded logo recognition in printed program
- Seating for two (2) guests
- Name recognition in printed program

**Registration — $5,000 (two available)**
- Co-branded logo recognition at registration
- Seating for two (2) guests
- Name recognition in printed program

**Bar — $5,000 (four available)**
- Co-branded logo recognition on one bar during cocktail hour
- Seating for two (2) guests
- Name recognition in printed program

**Mobile Bidding — $5,000 (one available)**
- Co-branded logo recognition on mobile bidding site
- Thank you message sent via text to all registered bidders
- Seating for two (2) guests
- Name recognition in printed program

**Patron Ticket | $1,500**
- Seating for one (1) guest
- Name recognition in printed program

**Program Acknowledgement | $1,000**
- One (1) full-page acknowledgement in printed program

**RISE TO THE CHALLENGE SUPPORTER | $1,000 AND ABOVE**
- Name recognition on digital screens during Rise to the Challenge
- Name recognition in printed program (based on commitment date)

*Additional seating will be $1,500 per person — 12 guests maximum per table. To be recognized in printed materials, commitment must be received by March 24, 2023. Logo/name recognition will be effective once payment is received.*
Don’t miss this opportunity to party with a purpose!
Secure your sponsorship now before this event sells out.

MOFFITT FOUNDATION TEAM

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