Moffitt Cancer Center requests the pleasure of your company at

The 2017 Magnolia Ball

PRESENTED BY
Skanska USA Building, Inc.

EVENT CHAIRS
Christina and Frank Capitano

Saturday, May 20, 2017

Cocktails and Silent Auction to begin at 6:00 p.m.

Dinner to begin at 7:00 p.m. followed by a Live Auction

TAMPA MARRIOTT WATERSIDE HOTEL
700 South Florida Avenue
Tampa, Florida 33602

BLACK-TIE OPTIONAL • VALET PARKING

To view some of the wonderful items on the auction block, learn more about the evening or purchase a sponsorship, visit the Magnolia Ball online at MOFFITT.org/MagnoliaBall
Dear Moffitt Friends,

On behalf of Moffitt Cancer Center, it is my pleasure to ask that you save the date — May 20, 2017 — for the 24th Annual Magnolia Ball at the Marriott Waterside in downtown Tampa. Please join us for another remarkable evening celebrating the courage of those we serve, thousands of patients who rely on Moffitt as their best chance to beat cancer.

Through the support of caring individuals like you, the Magnolia Ball has raised more than $35 million in support of our lifesaving mission — to contribute to the prevention and cure of cancer. Such generosity helped Moffitt accomplish several milestones in 2016:

• The National Cancer Institute’s reaffirmation of Moffitt as Florida’s only NCI-designated Comprehensive Cancer Center.

• Ranking sixth in the nation for cancer care in U.S. News & World Report’s annual “Best Hospitals” list, which has included Moffitt since 1999.

• Recognition from Vice President Joe Biden’s “Moonshot Cancer Initiative” for Moffitt’s Oncology Research Information Exchange Network (ORIEN™), currently the world’s largest precision medicine cancer collaboration with more than 130,000 patients enrolled.

These recognitions reflect the quality and impact of our scientific research at the bench, clinical care at the bedside, and our education and prevention initiatives in the community. But Moffitt’s real return on investment is reflected in the lives we touch each day.

Much remains to be done to fulfill our lifesaving mission. Your support is more important than ever. In a challenging health care environment with reduced reimbursements and tight government funding, philanthropy is crucial. Sponsorship opportunities still available for the 2017 Magnolia Ball are one way you can help.

I believe, with your support, the end of cancer is in sight. I look forward to seeing you at the Magnolia Ball.

Sincerely,

Alan F. List, M.D.
PRESIDENT AND CEO
MOFFITT CANCER CENTER
Rob Thomas is one of modern music’s most compelling and commercially successful artists. For 20 years, he has been the frontman and primary composer for Matchbox Twenty, leading the quintet to multiplatinum success over the course of four albums and a string of No. 1 hits that include “Push,” “3AM,” “Bent,” “If You’re Gone” and “Unwell.” Thomas’ three solo albums, 2005’s platinum-certified No. 1 album...Something To Be, 2009’s cradlesong and 2015’s The Great Unknown generated the hit singles “Lonely No More,” “This is How A Heart Breaks,” “Her Diamonds” and “Someday.” Thomas made history with ...Something to Be as having the first album by a male artist from a rock or pop group to debut at No. 1 on the Billboard 200 since the chart had debuted. With cradlesong he made history once again as the only male artist with multiple #1 hits at Adult Top 40, tying Pink with most #1s by a solo artist in the chart’s history.

Then there are Thomas’ collaborations with iconic artists like Mick Jagger on the #1 single “Disease”, Willie Nelson and Santana, the latter resulting in 1999’s “Smooth” – the Latin-tinged blockbuster that earned Thomas three Grammy Awards and spent 12 weeks atop Billboard’s Hot 100 chart. It was also named the No. 2 Hot 100 Song of All Time and #1 of the Rock era. Overall, Thomas has contributed to sales of more than 80 million records. In 2004, he was the first-ever honoree of the Songwriters Hall of Fame’s prestigious Hal David Starlight Award, created to recognize a composer in the early years of his or her career that has already made a lasting impact. He has won numerous BMI and ASCAP Awards and has earned the Songwriter of the Year crown from both Billboard and BMI.

Thomas is also known as an electrifying live performer, drawing fans of all ages to Matchbox Twenty’s concerts as well as to his solo shows around the globe. “After 20 years, I still get excited when I go on the road,” he says. “The sound of the bus before it pulls out. The idea of waking up in a new city every day, not knowing what the day will bring. It’s the best part of what I do. Seeing new faces every night. Sharing the music. It’s what keeps me doing it. It’s the greatest job in the world.”
2017 Sponsorships

Diamond Sponsor $75,000

- Priority seating for thirty (30) guests (seated at three reserved tables)**
- Verbal recognition during event
- Table at the annual Moffitt Merit Society Luncheon
- Champagne service during dinner
- Recognition on AV presentation shown during event
- Two (2) full-page advertisements in the printed program
- Name recognition in printed program and on event signage
- Name recognition in event press release and Moffitt publications
- Logo recognition and link on event website, MOFFITT.org/MagnoliaBall
- Exclusive Diamond Sponsor gift
- Membership in the Moffitt Cancer Center Benefactors Society

Emerald Sponsor $50,000

- Priority seating for twenty (20) guests (seated at two reserved tables)**
- Verbal recognition during event
- Four (4) seats at the annual Moffitt Merit Society Luncheon
- Champagne service during dinner
- Recognition on AV presentation shown during event
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Name recognition in event press releases and Moffitt publications
- Logo recognition and link on event website, MOFFITT.org/MagnoliaBall
- Exclusive Emerald Sponsor gift
- Membership in the Moffitt Cancer Center Benefactors Society
Platinum Sponsor $25,000

- Priority seating for twenty (20) guests (seated at two reserved tables)**
- Verbal recognition during event
- Recognition on AV presentation shown during event
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Name recognition in event press release and Moffitt publications
- Logo recognition and link on event website, MOFFITT.org/MagnoliaBall
- Exclusive Platinum Sponsor gift
- Membership in the Moffitt Cancer Benefactors Society

Gold Sponsor $15,000

- Table for ten (10) with priority seating**
- Recognition on AV presentation shown during event
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Name recognition in event press release and Moffitt publications
- Logo recognition and link on event website, MOFFITT.org/MagnoliaBall
- Membership in the Moffitt Cancer Center Patrons Society

**Additional seating will be $1,500 per person – 12 guests maximum per table. To be recognized in printed materials, commitment must be received by April 7, 2017. Logo/name recognition will be effective once payment is received.
## 2017 Sponsorships

### Guest Gift Underwriter

**$7,500**

- Two (2) event tickets
- Name recognition/logo on each entertainment CD given to guests
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Recognition and link on event website, MOFFITT.org/MagnoliaBall

### Program Printing Sponsor

**$7,500**

- Two (2) event tickets
- Name recognition/logo printed on inside title page of program handed out to guests
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Recognition and link on event website, MOFFITT.org/MagnoliaBall

### Guest Photo Underwriter

**$7,500**

- Two (2) event tickets
- Name recognition/logo printed on special custom photo border designed exclusively for the 2017 Magnolia ball and printed on every take-home guest photo
- Full-page advertisement in the printed program
- Name recognition in printed program and on event signage
- Recognition and link on event website, MOFFITT.org/MagnoliaBall

### Individual Tickets

**$1,500**

**Additional seating will be $1,500 per person – 12 guests maximum per table. To be recognized in printed materials, commitment must be received by April 7, 2017. Logo/name recognition will be effective once payment is received.**
Moffitt Cancer Center’s sole focus on cancer has enabled great strides since opening in 1986. Thirty years and 300,000 patients later, we continue working tirelessly on treatment, research, prevention and education to defeat this dreaded disease. People from every Florida county, every American state and more than 130 countries have walked through our doors seeking personalized, compassionate care and hope. They find a level of expertise and collaboration that places Moffitt at No. 6 nationally and tops in the southeast among cancer hospitals ranked by U.S. News & World Report; and nursing excellence that earned prestigious Magnet® status in 2015.

Moffitt’s recognition as one of just 47 National Cancer Institute-designated Comprehensive Cancer Centers – the only one based in Florida – affirms our dedication to quickly translate important research discoveries from our laboratories directly to the patient’s bedside. Experts in cancer care and research work as a team, enabling Moffitt to pioneer immunotherapy measures that harness the patient’s immune system to battle cancer. Clinical trials conceived and conducted at Moffitt have led to new FDA-approved therapies for melanoma and lung cancer.

For patients, this means outcomes that often exceed national averages – the best chance for beating cancer. Gifts made at the 2017 Magnolia Ball and throughout the year ensure that these unmatched services are available to the Moffitt patients who need it most. Your support is an investment in the lives of patients and families in Florida and beyond.

Thank you for joining us in celebrating our lifesaving mission – to contribute to the prevention and cure of cancer.
Thank you in advance for your support of the 2017 Magnolia Ball.

Please visit MOFFITT.org/MagnoliaBall or call 813-745-3298 to make your reservation.

Sponsorship of this memorable evening will not only help advance Moffitt’s breakthrough research, patient care and education, but also enhance lodging for families and patients who need to be close to the Cancer Center during their treatment.