



Friday, May 5th, 2023
at The Kent

Benefiting



WEST CANCER
FOUNDATION

The logo for 'Soul Soiree' features the word 'Soul' in a large, elegant, cursive script. The 'S' is green, and the 'oul' is purple. Below 'Soul', the word 'SOIREE' is written in a bold, black, uppercase sans-serif font. The background of the top of the page has a green and white geometric pattern.

Soul SOIREE

Dear Friends,

We invite you to attend, sponsor, and be recognized at the Soul Soiree on Friday, May 5, 2023, at downtown Memphis' exciting new event venue, The Kent. Our premier fundraising event will include business leaders and top philanthropists for an evening of celebrating the soul of our city, our mission, and the patients we serve.

Every day we strive to break through barriers to cancer care through early detection, research and resources for all cancer patients in the Memphis/Mid-South region. We provide mammograms for the underserved, transportation to and from any provider, and funding for research and education at The University of Memphis, and Tennessee Health Science Center. Your dollars stay in your community!

Inspired by the work of Dr. William H. West, we are bold and innovative in the way we fight cancer. Your commitment will associate your company, brand, or group with a great mission while enjoying a night of celebrating the food, music, and soul of our city.

Now is the time to come together for the good of our community to ultimately save lives. Please join us on this journey of hope.

Jenny Vergos
Soul Soirée Chair

Kim Pitts
Soul Soirée Co-Chair



Soul SOIREE

Event Committee

Event Chairs: Jenny Vergos and Kim Pitts

Susan Arney	Jennifer Chandler	Kathy Mooney	Robin Orgel
Denice McMahon	Courtney Smith	Amy Golden	Jennifer Sammons
Lori Guyton	Janie Lowery	Haden Kane	Dee Dee Bryan
Valerie Morris Bearup	Karen Johnston	Melissa Kimbrough	Tim Delfiume



Board of Directors

Steve Wishnia <i>President</i> <i>Founder, Highland Capital Management, LLC</i>	Mike Keeney <i>Attorney, Lewis Thomason Law Firm</i>	Jon Peters <i>President, AnovoRx</i>
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Harry Smith <i>Treasurer</i> <i>Retired Chairman and CEO, Shilling Enterprises</i>	Marian Levy <i>Associate Dean, University of Memphis School of Public Health</i>	J. Martin Regan, Jr. <i>Legal Counsel, Lewis Thomason Law Firm</i>
Leighanne Soden <i>Secretary</i> <i>Executive Director, West Cancer Foundation</i>	Janie Lowery <i>Development, Church Health Center</i>	Jenny Mallery Vergos <i>Agent, Marx-Bensdorf</i>
Mark Billingsley <i>Shelby County Commissioners</i>	Jason Motte <i>Founder, Jason Motte Foundation</i>	William H. West, MD Emeritus <i>Founder</i>
Bob Blankenship <i>Managing Director Finance Americas, Sedgwick</i>	Susan Murrmann, MD, FACOG <i>Founder, CMO, and Medical Director, McDonald Murrmann Center for Wellness and Health</i>	DeAngelo Williams <i>Founder, The DeAngelo Williams Foundation</i>
Lori Guyton <i>Partner, On Brand Communications</i>	Tim Nicholls <i>Senior Vice President & Chief Financial Officer, International Paper</i>	Kevin Woods <i>Memphis Market President, BlueCross BlueShield of Tennessee</i>
	Robin Orgel <i>Community Volunteer</i>	Pastor Dianne Young <i>Pastor, The Healing Center</i>



WEST CANCER
FOUNDATION

Soul

SOIREE



CELEBRATING
the **SOUL** of
MEMPHIS



Soul SOIREE

Benefiting



WEST CANCER
FOUNDATION

Anyone who lives in Memphis, or even just visits, understands immediately its soul, its passion, its sense of community that fosters a giving spirit to help one to another. It's a big city with a small-town heart that infuses soul and sincerity into everything it does. From its musical roots, to its one-of-a-kind food, to its reputation for inventing new kinds of businesses, the city's heart and soul fuels its accomplishments.

West Cancer Foundation is the newest organization to marry heart and soul with impressive capabilities to address a very real need. Founded in 2020, West Cancer Foundation's mission is to fight cancer by investing in research and education, supporting cancer patients with practical resources, and promoting the overall health of our community.

With its focus on research and helping the underserved in our community, in just three short years, West Cancer Foundation has:

- ◆ Provided **11 grants** to fund cancer research
- ◆ Funded **13 Gynecology Oncology Fellows** with a dual focus of patient care in a clinical setting and research in an academic setting
- ◆ Provided breast screenings to more than **350 patients** at no cost
- ◆ Given almost **500 vouchers** for post-mastectomy garments and prosthesis
- ◆ Provided **300 Lymphedema patients** pain-relieving compression garments at no cost
- ◆ Provided complimentary patient transportation to vital healthcare visits totaling more than **700 trips**

Presenting Event Sponsor

\$50,000

- ◆ Presenting sponsor recognition on event website www.soulsoiree.org
- ◆ Presenting sponsor recognition on event promotional emails
- ◆ Presenting sponsor recognition on printed event promotional collateral, including formal invitation*
- ◆ Presenting sponsor recognition on event tickets*
- ◆ Presenting sponsor recognition on event signage including primary sponsor signage and table tents
- ◆ Presenting sponsor recognition on digital communications, including ticket confirmation, know-before-you-go instructions and other participant communications
- ◆ 4 priority tables for 10 (40 tickets)
- ◆ Complimentary valet parking
- ◆ 40 passes to Exclusive VIP area, providing premium wines and cocktails
- ◆ Name and sponsor recognition in media relations materials, including press releases, Media Advisories and Fact Sheets, as well as post-event press release

**Exclusive
Sponsor**

Presenting sponsor will receive recognition on 2023 Community Outreach collateral

We estimate we will produce and distribute the following:

3,500 Program Brochures: includes information about breast, transportation, lymphedema, and post-mastectomy programs

5,000 Breast Health and Education Brochures: includes importance of screening, guidelines, general education, and our contact info to schedule a screening

Audiences:

- ◆ Congregations
- ◆ Health Fairs
- ◆ Direct Referral sources (Christ Community, Church Health, West Clinic, Memphis Clinic, PCP's, etc)
- ◆ Community organizations (Sista Strut, Common Table, Latin Fest, etc)
- ◆ Grant proposal packets
- ◆ Major Gift asks

- ◆ Sponsorship recognition in West Cancer Foundation social media content
- ◆ Verbal Presenting sponsor recognition at the event
- ◆ Category exclusivity

***per print deadlines**

Event Sponsor

\$25,000

- ◆ Prominent signage on stage
- ◆ Name/logo sponsor recognition on event promotional emails
- ◆ Name/logo sponsor recognition on printed event promotional collateral, including the formal invitation*
- ◆ Name/logo sponsor recognition on event tickets*
- ◆ Name/logo sponsor recognition on event signage including primary sponsor signage and table tents
- ◆ Name/logo sponsor recognition on digital communications, including ticket confirmation, know-before-you-go instructions and other participant communications
- ◆ 2 priority tables for 10
- ◆ Complimentary valet parking

Projected Publicity Values

- ◆ Earned Media; \$50,000
- ◆ Audience: 10,000

Social Media

- ◆ Impressions: 40,000
- ◆ Engagements: 1,000
- ◆ Link Clicks: 120

- ◆ 20 Passes to Exclusive VIP area, providing premium wines and cocktails
- ◆ Name and sponsor recognition in media relations materials, including press releases, Media Advisories and Fact Sheets, as well as post-event press release
- ◆ Sponsorship recognition in West Cancer Foundation social media content
- ◆ Verbal sponsor recognition at the event
- ◆ Sponsor category exclusivity

*per print deadlines



Mission in the City

Sponsor

\$10,000

**4
EXCLUSIVE
OPPORTUNITIES**

- ◆ Name/logo sponsor recognition on event website www.soulsoiree.org as the presenting station sponsor
- ◆ Name/logo sponsor recognition on event promotional emails
- ◆ Name/logo sponsor recognition on printed event promotional collateral, including formal invitation*
- ◆ Name/logo sponsor recognition on event signage including primary sponsor signage and table tents
- ◆ 1 table of 10 and complimentary valet parking
- ◆ Event signage
- ◆ Verbal sponsor recognition at the event



**Breast Screening
Mission Station**



**Lymphedema &
Post-Mastectomy
Mission Station**



**Transportation
Mission Station**



**Research &
Education
Mission Station**

Sip & Sup Around the City

Sponsor

\$10,000

- ◆ Name/logo sponsor recognition on event website www.soulsoiree.org as the presenting sponsor
- ◆ Name/logo sponsor recognition on event promotional emails
- ◆ Name/logo sponsor recognition on printed event promotional collateral, including formal invitation*
- ◆ Name/logo sponsor recognition on event signage including primary sponsor signage and table tents

Soul of the City

Sponsor

\$5,000

- ◆ Name/logo sponsor recognition on event website www.soulsoiree.org as an event sponsor
- ◆ Name/logo sponsor recognition on event promotional emails
- ◆ Name/logo sponsor recognition on printed event promotional collateral*



- ◆ 1 table of 10 and complimentary valet parking
- ◆ Event signage
- ◆ Verbal sponsor recognition at the event
 - **Best of BBQ**
 - **City Sweets**
 - **Midtown Munchies**
 - **Poplar Provisions**
 - **South Memphis Soul Food**
 - **Downtown Destinations**

- ◆ Name/logo sponsor recognition on event signage including primary sponsor signage and table tents
- ◆ 1 table of 10 and complimentary valet parking
- ◆ Sponsor recognition at the event

*per print deadlines

Sponsorship Commitment Form



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- \$50,000** Presenting Event Sponsor
- \$25,000** Event Sponsor
- \$10,000** Mission in the City Sponsor
- \$10,000** Sip & Sup Around the City Sponsor
- Best of BBQ Midtown Munchies South Memphis Soul Food
 City Sweets Poplar Provisions Downtown Destinations
- \$5,000** Soul of the City Sponsor

SPONSOR INFORMATION (as you would like it to appear in printed materials)

Name/Company _____

Address _____

City _____ State _____ Zip Code _____

Phone Number _____

Email Address _____

PAYMENT INFORMATION

(Please make check payable to West Cancer Foundation and note Soul Soirée in the memo line)

West Cancer Foundation
P.O. Box 382638
Germantown, TN 38183-2638

- Send Invoice Check Enclosed Credit Card

Name on Card _____

Card Number _____ Expiration _____ CVV _____

Billing Address _____

City _____ State _____ Zip Code _____

Email Address _____

Signature _____ Date _____

For more information or to submit this form please contact **Jennifer Strain, Special Initiatives Manager**
901-292-4746 or jstrain@westcancerfoundation.org

Donations are tax-deductible to the extent allowable by the IRS.



Soul

SOIREE



CELEBRATING
the **SOUL** of
MEMPHIS

