

beneath the **surFACE**



Head and Neck Cancer Advocacy and Education Through Art

PRESENTED BY **UPSTATE**
CANCER CENTER

SPONSORSHIP

beneath the surFACE brings Head and Neck Cancer awareness to the community through education programs and the development of a documentary centered around the transformation of radiation masks to pieces of art that will be the center pieces of a fund-raising auction.

beneath the surFACE DOCUMENTARY

In conjunction with the Syracuse International Film Festival we will be producing a documentary that will highlight the patients and their experience; the education of our youth on how to make life choices that will help to prevent such an awful disease; taking treatment masks that are plain, cold, and representative of emotional and physical struggle and turning them into magnificent works of art; the science behind it all; and the effects this all has on the community.

EXECUTIVE PRODUCER: \$25,000

- Film credits, 6 VIP tickets to film debut at the Syracuse International Film Festival special engagement in April 2016, and any film media placements
- Recognition as Title Sponsor of beneath the surFACE.
- Recognition in all auction media placements plus pre- and post-event publicity
- Full page program ad for auction with first choice in placement
- Logo placement at registration
- 12 tickets to auction

beneath the surFACE OUTREACH

Combining art and education is the backbone of our community outreach with specific focus on our local schools.

ART SUPPLIES: \$2500

- Event Signage
- Listed as Art Supplies Sponsor in program
- Half page ad in program
- Logo placement at registration
- 6 tickets to auction

beneath the surFACE AUCTION - APRIL 2016

The culmination of all of our efforts are combined into the first Upstate Cancer Center beneath the surFACE Auction to establish a Head and Neck Cancer Patient Fund.

FOOD AND BEVERAGE: \$5,000

- Prominently acknowledged on food and beverage stations
- Listed as Food and Beverage Sponsor in Auction program
- Recognition in all pre- and post-event publicity
- Full page ad in program with second choice in placement
- Logo placement at registration
- 8 tickets to auction

GALLERIES (3 AVAILABLE): \$1500

- Prominently acknowledged in one of three designated gallery areas
- Listed as Gallery Sponsor in Auction program
- Half page ad in program
- Logo placement at registration
- 4 tickets to auction

ENTERTAINMENT: \$1500

- Prominently acknowledged in music performance area
- Listed as Entertainment Sponsor in Auction program
- Half page ad in program
- Logo placement at registration
- 2 tickets to auction

CURATOR LEVEL: \$1000

- Listed as Curator Level Sponsor in Auction program
- Quarter page ad in program
- Logo placement at registration
- 4 tickets to auction

COLLECTOR LEVEL: \$750

- Listed as Collector Level Sponsor in Auction program
- Business Card ad in program
- Logo placement at registration
- 2 tickets to auction

ARTIST LEVEL: \$500

- Listed as Artist Level Sponsor in Auction program
- Logo placement at registration
- 2 tickets to auction

PATRON OF THE ARTS LEVEL: \$250

- Listing in program and at registration tables

UPSTATE
CANCER CENTER

750 East Adams Street
Syracuse | New York