

AMERICAN CANCER SOCIETY

# TASTE OF HOPE

TASTING STATION OPPORTUNITIES

NOVEMBER 7, 2024

AON BALLROOM, NAVY PIER



Every cancer. Every life.™



# OUR MISSION IS SIMPLE.

## END CANCER AS WE KNOW IT. FOR EVERYONE.

The American Cancer Society is a global, grassroots organization driven by science, best practice, and more than 1.5 million volunteers. Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer. We fulfill our mission by funding research, providing patients information, improving access to care, prevention, and treatment and through advocacy.

Cancer is a disease that affects everyone, but it doesn't affect everyone equally, and we are committed to providing everyone a fair and just opportunity to prevent, find, treat, and survive cancer. We believe no one should be disadvantaged in their fight against cancer because of how much money they make, the color of their skin, or where they live.

The American Cancer Society is estimating over 2 million new cancer cases in 2024 for the first time ever. This is why we fight. And this is why we cannot stop fighting!

## GENEROSITY KEEPS US GOING

Over the past 100 years, the American Cancer Society has been working relentlessly to end cancer. We're not there yet, but with the help of our donors, we've made some incredible progress. Breakthrough research. Free lodging near treatment. A 24/7/365 live helpline. Rides to treatment. This is far from a complete list, but it makes one thing clear. When it comes to cancer, we are the only organization attacking from every angle.

# ABOUT TASTE OF HOPE

The American Cancer Society's signature culinary, wine and spirits event, featuring some of Chicago's most popular restaurants and beverage vendors. Guests will enjoy a walk-around tasting where they can sample signature dishes and beverages, while also enjoying an exciting silent auction, raffle, wine pull and other entertainment.

Now in its eleventh year, the event hosted by the American Cancer Society's Executive Committee has raised over \$3.5M to support the American Cancer Society's lifesaving mission.

**11.7.2024 | AON BALLROOM, NAVY PIER | 6:00PM**

**CHICAGO TASTE OF HOPE.ORG**

## WHY HOST A TASTING STATION?

The American Cancer Society's vision is a world free from the pain and suffering of cancer. Our purpose is to achieve it. Your partnership will make a significant impact on our mission. Tasting Station Hosts will be at the center of our signature culinary event seeking to raise over \$1,000,000 for cancer research, patient services, and patient support. Partnering with the American Cancer Society will also bolster your reputation and demonstrate your commitment to serving the community. Cancer will touch nearly every consumer/customer, employee, colleague, member of the community or a loved one.

- 1 in 3 men and 1 in 3 women will develop cancer during their lifetime. We are a united force against all cancers. Help us accomplish our mission to save lives and celebrate life. Every single day.
- Americans believe cancer is the single most important health problem they face.
- 85% of consumers have a more positive image of a company when it supports a cause they care about.
- The American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating.

# TASTING STATION HOST

## *BENEFITS AND GUIDELINES*

*Hosting a Tasting Station at the American Cancer Society's Taste of Hope is a unique opportunity for a restaurant or food provider to share their food and brand with their Chicago community while also supporting the American Cancer Society's life saving mission.*

### **RECOGNITION BENEFITS**

- Names and/or logos of all tasting station hosts will be included on the Taste of Hope website and social media.
- Tasting Station Host names will be listed in pre-event publicity materials.
- Promotion on the screens at the event
- Logo included in pre-event media coverage.

### **EXPECTATIONS**

Tasting station hosts will provide:

- Tasting-size samples of a signature dish or cocktail, with enough samples for a crowd of 1,000 guests. (Note: Hosts are responsible for all costs related to their food/drink item(s)).
- Equipment necessary to prepare and/or heat their samples, display materials, and decorations for their table. (Note: There will be limited power available to restaurant participants, if food needs to be kept warm please bring butane burners.)
- Staff member(s) to staff the station and serve guests at the event.
- Slip-mat or preferred safety floor covering for spillage (space is carpeted)
- Tasting station hosts must sign an indemnification agreement and submit proof of insurance listing the American Cancer Society as additionally insured by 9.1.24.

### **THE AMERICAN CANCER SOCIETY WILL PROVIDE FOR EACH STATION**

- 8 ft. serving table
- Disposable serve ware (napkins, plates, bowls, tasting cups, and silverware).
- Tabletop signage.
- Hanging signage above the table.



Every cancer. Every life.



**CLICK HERE**



**To complete the Tasting  
Station Commitment Form**

# THANK YOU

*If you are interested or have questions about participating,  
please email Tina Nowak*

## **CONTACT**

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