

The 18th Annual Women of Action Luncheon

2019 SPONSORSHIP PACKAGE

THURSDAY, MAY 2, 2019 | FAIRMONT ROYAL YORK



WOMEN
of ACTION



ICRF | WOMEN OF ACTION

Men and Women will gather on Thursday, May 2nd to honour some of Toronto's most esteemed women.

The Women of Action luncheon recognizes outstanding individuals who have made a difference through their achievements, leadership and dedication in the business, medical and philanthropic communities.

Through Women of Action, ICRF has proudly funded over **50 Israeli scientists** and raised millions of dollars towards cancer research in various fields such as pediatric bone cancer, colorectal cancer, and cancer therapies, to name a few.

2019 marks our 18th year of the Women of Action luncheon - our Chai year! We look forward to having you join us for our marquee event in support of the amazing work being done by ICRF-funded scientists.

Israel Cancer Research Fund

ICRF is one of the largest sources of private funds, and the only charitable organization in North America, devoted solely to supporting cancer research.

Founded in 1975 with the goal of finding treatments and cures for all forms of cancer, ICRF continues its mission to harness Israel's educational and scientific resources in the fight against cancer by providing funds for post-doctoral fellowships for Israeli researchers.

Since its inception, ICRF has awarded more than **2,400 grants valued at \$68 million USD.**

ICRF DISCOVERIES:

- p53 Gene Tumor Suppressor – this is one of the most important discoveries of the 20th century and has inspired cancer researchers around the world
- The Philadelphia Chromosome – this is the first genetic link to cancer ever discovered, and has led to the development of Gleevec®, a miracle drug for the treatment of chronic myelogenous leukemia
- Gleevec® is now used by over 200,000 people worldwide
- Doxil®– this cancer drug treats ovarian, breast and AIDS related cancers



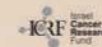
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SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING SPONSOR \$100,000 EXCLUSIVITY	PLATINUM SPONSOR \$50,000	IMPACT SPONSOR \$25,000	CHAI SPONSOR \$18,000	DIAMOND SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
NAME RECOGNITION AS PRESENTING SPONSOR	✓							
ACTIVATION OPPORTUNITY*	✓							
ICRF SCIENTIFIC RESEARCH OPPORTUNITY WITH UPDATES + NYC TRIP**	✓	✓						
PREMIUM TABLE PLACEMENT	✓	✓	✓					
LIVE VERBAL RECOGNITION AT THE EVENT	✓	✓	✓					
CJN ADVERTISEMENT	✓	✓	✓	✓				
EVENT PROGRAM ADVERTISING	CUSTOMIZED EXPOSURE	1 PAGE	1/2 PAGE	1/4 PAGE				
WOA 2019 INVITATION RECOGNITION***	✓	✓	✓	✓	✓			
EVENT SLIDESHOW RECOGNITION	✓	✓	✓	✓	✓	✓		
EMAIL COMMUNICATION & EVENT SIGNAGE RECOGNITION	✓	✓	✓	✓	✓	✓	✓	
EVENT PROGRAM SPONSOR RECOGNITION	✓	✓	✓	✓	✓	✓	✓	✓
WEBSITE RECOGNITION	✓	✓	✓	✓	✓	✓	✓	✓
TICKETS INCLUDED	2 TABLES FOR 12	TABLE FOR 12	TABLE FOR 10	TABLE FOR 10	6	4	2	1



* Opportunity to show company or product

** Flight for two to attend ICRF Scientific Grant Review Meeting – Restrictions apply

*** Written confirmation required by Wednesday, February 20th, 2019

Additional sponsorship opportunities available (Entertainment, Food & Beverage and Audiovisual) – Ask us!



Thank you for your support!



- Presenting \$100,000
- Platinum \$50,000
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- Bronze \$1,000

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Payment:

- VISA
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Payable to Israel
Cancer Research Fund

Name on card:

Card Number:

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To confirm your sponsorship, please email Nicole at events@icrf.ca
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