THE MAGNOLIA BALL is a spectacular gala and one of the most-anticipated social events of the year. This inspiring evening of entertainment, friendship and hope will generate funds for lifesaving research at Moffitt Cancer Center. Thanks to visionary individuals and community-minded corporate partners, Moffitt’s signature event finances groundbreaking research and lifesaving clinical trials. Sponsorship is vital to this success. Your support of the 29th Magnolia Ball provides a gift to everyone facing cancer today and in the future.

SATURDAY, FEB. 17, 2024

Chaired by Mark & Cindy Pentecost

Cocktails at 6 p.m. | Dinner at 7 p.m.
Black Tie Attire
JW Marriott Tampa Water Street
510 Water Street | Tampa, Florida 33602
YOUR COMPANY’S IMPACT

Strong community support from businesses and individuals is the backbone of Moffitt Cancer Center’s success. Thanks to your generosity, we are making lifesaving breakthroughs in research and care. Our partnership with you makes a tremendous impact, not only in Tampa Bay, but everywhere. Thank you for helping to launch new discoveries and innovations that improve outcomes for those touched by cancer.

About Moffitt

• One of only 54 National Cancer Institute-designated Comprehensive Cancer Centers and the only one based in Florida.
• A major economic engine that employs more than 8,000 people across four corporate entities with a projected direct economic output of $2.4 billion per year.
• The Moffitt Foundation’s community of over 23,000 donors raised $45 million for patient care, cancer research, education and community outreach efforts in fiscal year 2023.

WITH YOUR SUPPORT

86K+ Unique Patients Treated Annually

598K+ Outpatient and Screening Visits Per Year

1200+ Patients joining treatment studies and trials

ALL 67 FLORIDA COUNTIES

ALL 50 STATES

130+ COUNTRIES
Every Magnolia Ball features an inspiring story shared by one of our patients. It’s a memorable and poignant moment that drives home our true purpose for gathering.

There were no dry eyes in the 2023 Magnolia Ball, as Jamie Losito told the story of how she was diagnosed with breast cancer while pregnant. A doctor in Ocala told her she would lose her baby because of the cancer treatment.

But Jamie and her husband were not ready to give up. Instead, they came to Moffitt Cancer Center for a second opinion — and a much different outcome. Not to give away the whole story, but the pictures on this page show you the joyous result.

These are the heartwarming moments shared at every Magnolia Ball. The 2024 Magnolia Ball will be just as moving.

See the full story and video from the 2023 Ball: Moffitt.org/Magnolia

**RISE TO THE CHALLENGE**

By purchasing tickets or sponsoring the Magnolia Ball, you make a profound impact on Moffitt Cancer Center’s core mission – the prevention and cure of cancer. In the evening's most dramatic moment, many guests will “Rise to the Challenge” and offer additional donations to support lifesaving cancer research at Moffitt. By making a commitment ahead of time, you will be recognized in the Magnolia Ball program and on digital signage on the night of the gala.

Please contact Liz Flach at 813-745-3298 | Elizabeth.Flach@Moffitt.org to learn more about this opportunity.

All proceeds from The Magnolia Ball help to grow the Magnolia Moffitt Fund, which fuels Moffitt’s most important life-saving innovations. Since its inception the gala has raised more than $48 million.

*Read inspiring stories about Moffitt Cancer Center’s impact: Moffitt.org/Endeavor*

*Jamie Losito was a 32-year-old mother when she was diagnosed with breast cancer.*

**MOMMY, BABY AND THE BATTLE AGAINST THE BEAST**

There were no dry eyes in the 2023 Magnolia Ball, as Jamie Losito told the story of how she was diagnosed with breast cancer while pregnant. A doctor in Ocala told her she would lose her baby because of the cancer treatment.

But Jamie and her husband were not ready to give up. Instead, they came to Moffitt Cancer Center for a second opinion – and a much different outcome. Not to give away the whole story, but the pictures on this page show you the joyous result.

*Jamie and Madison Losito.*

*The Losito family.*

*All proceeds from The Magnolia Ball help to grow the Magnolia Moffitt Fund, which funds Moffitt’s most important life-saving innovations. Since its inception the gala has raised more than $48 million.*
SUPPORT CONFIDENTLY

When you support The Magnolia Ball, you can be confident your organization is supporting one of the most highly recognized cancer centers in the country – Moffitt Cancer Center.

Here are some of Moffitt’s most recent honors:

• Moffitt has been named a top 10 cancer hospital in America by Newsweek and Statista
• Ranked on DiversityInc’s 2022 Top Hospitals & Health Systems list for the seventh year in a row
• Named LGBTQ Healthcare Equality Leader by the Human Rights Campaign Foundation in 2022
• Recognized as one of the Best and Brightest Companies to Work For in the Nation for the fifth year in a row
• Ranked among the Tampa Bay Times Top Workplaces for the 11th time
• Magnet designation for nursing excellence

MOFFITT CONNECT

Direct access. Better outcomes. Reduced costs.
For all corporate supporters of the Magnolia Ball.

Health Benefits for Employees

Moffitt understands a diagnosis can be overwhelming, and we are here for employees by offering:

• A direct connection to Moffitt’s cancer expertise.
• Dedicated specialists who help facilitate initial appointments.
• Information on wellness, screening and prevention programs.
• Increased awareness of new treatments, clinical trials or second opinions.

Partnership Benefits for Employers

As an identified partner for cancer care, Moffitt Connect offers employers:

• Collaborative ways to improve health outcomes and reduce cost of care.
• Enhanced access for their employees to appointments, referrals or second opinions on diagnosis and treatment.
• Targeted information on screening and prevention programs.
• Marketing materials to educate employees about access.
PRESENTING SPONSOR | $150,000
- “Presented by” name recognition and dual branding in Magnolia Ball logo, used across all collateral
- Priority seating for thirty (30) guests (seated at three reserved tables)
- Private tour of Moffitt Cancer Center for up to ten (10) guests
- One (1) complimentary suite at the JW Marriott Tampa Water Street the night of the gala
- Champagne service during dinner
- Inclusion on event save the date and invitation mailing (based on commitment date)
- Verbal recognition from stage
- Name and logo recognition on printed and digital signage at event
- Moffitt social media thank you
- Mention in pre-event eblast
- One (1) full-page acknowledgement on outside back cover of printed program
- Logo recognition on prominent inside cover of printed program
- Recognition and link on event website, Moffitt.org/Magnolia

DIAMOND SPONSOR | $100,000
- Priority seating for twenty-four (24) guests (seated at two reserved tables)
- Private tour of Moffitt Cancer Center for up to ten (10) guests
- Champagne service during dinner
- Inclusion on event save the date and invitation mailing (based on commitment date)
- Verbal recognition from stage
- Name and logo recognition on printed and digital signage at event
- One (1) full-page acknowledgement in printed program
- Logo recognition on prominent inside cover of printed program
- Recognition and link on event website, Moffitt.org/Magnolia

EMERALD SPONSOR | $50,000
- Priority seating for twenty (20) guests (seated at two reserved tables)
- Private tour of Moffitt Cancer Center for up to ten (10) guests
- Inclusion on event save the date and invitation mailing (based on commitment date)
- Name and logo recognition on printed and digital signage at event
- One (1) full-page acknowledgement in printed program
- Logo recognition on prominent inside cover of printed program
- Recognition and link on event website, Moffitt.org/Magnolia
PLATINUM SPONSOR | $25,000
• Seating for twelve (12) guests (seated at one reserved table)
• Name and logo recognition on printed and digital signage at event
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

GOLD SPONSOR | $15,000
• Seating for ten (10) guests (seated at one reserved table)
• Name and logo recognition on printed and digital signage at event
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

SILVER SPONSOR | $10,000
• Seating for four (4) guests
• One (1) full-page acknowledgement in printed program
• Name recognition in printed program
• Recognition and link on event website, Moffitt.org/Magnolia

On-site Activation SPONSORSHIPS
Opportunity to showcase brand exposure at the event.

Entertainment – $100,000 (one available)
• Co-branded recognition surrounding live entertainment at event
• Verbal recognition during program
• Seating for four (4) guests
• Name recognition in printed program

After Party – $50,000 (one available)
• Co-branded recognition surrounding after party at event
• Verbal recognition during after party
• Seating for four (4) guests
• Name recognition in printed program

Cocktail Hour – $35,000 (one available)
• Co-branded recognition surrounding cocktail hour at event
• Verbal recognition during cocktail hour
• Seating for four (4) guests
• Name recognition in printed program

Welcome – $20,000 (one available)
• Co-branded recognition on entryway décor
• Seating for two (2) guests
• Name recognition in printed program

Live Auction – $20,000 (one available)
• Co-branded logo recognition on guest paddle
• Verbal recognition during live auction
• Seating for two (2) guests
• Name recognition in printed program
Guest Gift — $15,000 (one available)
- Co-branded logo recognition on parting guest gift
- Seating for two (2) guests
- Name recognition in printed program

Guest Photo — $15,000 (one available)
- Co-branded logo recognition on guest photo
- Seating for two (2) guests
- Name recognition in printed program

Dessert — $15,000 (one available)
- Co-branded logo recognition incorporated into guest dessert
- Seating for two (2) guests
- Name recognition in printed program

Program Printing — $5,000 (one available)
- Co-branded logo recognition in printed program
- Seating for two (2) guests
- Name recognition in printed program

Registration — $5,000 (two available)
- Co-branded logo recognition at registration
- Seating for two (2) guests
- Name recognition in printed program

Bar — $5,000 (four available)
- Co-branded logo recognition on one bar during cocktail hour
- Seating for two (2) guests
- Name recognition in printed program

Mobile Bidding — $5,000 (one available)
- Co-branded logo recognition on mobile bidding site
- Thank you message sent via text to all registered bidders
- Seating for two (2) guests
- Name recognition in printed program
Social Media Wall – $5,000 (one available)
- Co-branded logo recognition on social media wall featured at event
- Seating for two (2) guests
- Name recognition in printed program

Event Communications – $2,500 (one available)
- Co-branded logo recognition on email footer for all email blast communication
- Name recognition in printed program

Valet Parking – $2,500 (one available)
- Co-branded logo recognition on valet parking validation ticket
- Name recognition in printed program

PATRON TICKET | $1,500
- Seating for one (1) guest
- Name recognition in printed program

PROGRAM ACKNOWLEDGEMENT | $1,000
- One (1) full-page acknowledgement in printed program

RISE TO THE CHALLENGE SUPPORTER | $1,000 AND ABOVE
- Name recognition on digital screens during Rise to the Challenge
- Name recognition in printed program (based on commitment date)

*Additional seating will be $1,500 per person — 12 guests maximum per table. To be recognized in printed materials, commitment must be received by Dec. 10, 2023. Logo/name recognition will be effective once payment is received.
Don’t miss this opportunity to party with a purpose! Secure your sponsorship now before this event sells out.

MOFFITT FOUNDATION TEAM

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