



THE **15th** ANNIVERSARY
COACHES VS. CANCER
NYC Dinner Benefit

September 16, 2026 | The Lighthouse at Chelsea Piers

coachesvscancernyc.org



This year marks the 15th Anniversary of the **Coaches vs. Cancer NYC Dinner Benefit**, an event that brings the sports, media, digital and entertainment industries together for drinks, dinner and dialogue. The dinner is hosted annually by the Coaches vs. Cancer benefit committee and supports the American Cancer Society's mission to end cancer as we know it, for everyone. Since inception, the event has raised more than \$3.8 million for the American Cancer Society's patient programs and research.

EVENT INFORMATION

Date: September 16, 2026

6:00PM: Cocktail Hour | 7:00PM: Program & Dinner

Location: The Lighthouse, 61 Chelsea Piers, New York, NY 10011

Attire: Business Cocktail

EVENT CHAIRS

Danielle Carney

Head of US Sales, Paramount

Jon Diament

Executive VP of Ad Sales, Warner Bros. Discovery

Tom McGovern

Advisor, Omnicom Media

Former President and Founder, Optimum Sports

HONOREE

Jeremy Carey

President

Optimum Sports

2026 HONOREE



Jeremy Carey President, Optimum Sports

Jeremy Carey is President of Optimum Sports, where he leads all marketing verticals and oversees a portfolio of blue-chip clients across the sports marketing landscape. Elevated to the role in late 2025, he guides a team of award-winning specialists responsible for the most value-driven investment portfolio in the industry.

With more than two decades of experience, Jeremy has built some of the strongest and most enduring relationships across major sports properties. He is widely recognized for developing innovative, client-centric solutions and advancing new product capabilities across Omnicom. Under his leadership, Optimum Sports has redefined how live sports integrates into the marketing mix—bringing a performance-driven approach grounded in advanced audience targeting, measurement, and accountability.

A Sports Business Journal Forty Under 40 honoree, Jeremy frequently provides expert commentary to leading outlets including Ad Age, Adweek, Front Office Sports, Sports Business Journal, The New York Times, The Wall Street Journal, and CNBC.

He is a graduate of the University of North Carolina at Chapel Hill, where he captained the men's lacrosse team. Outside of work, Jeremy enjoys learning new trades on YouTube, reading, music, gardening, playing basketball and spending time with his wife and three children.



YOUR INVESTMENT.
CAN HELP **SAVE LIVES.**

The mission of the American Cancer Society is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

\$5.6 billion

invested in cancer research
since 1946

53

ACS Grantees have gone on to
win a Nobel Prize in science

\$500k+

nights of free lodging at ACS
Hope Lodge facilities

31

Hope Lodge locations provide
cancer patients and their
caregivers lodging cost-free

70,000+

rides provided through Road to
Recovery to help cancer
patients needing rides

34%

decline in the cancer death rate
since 1991

2.8 million

low or no-costs screenings
contributed since 2011

894

active grants in effect moving the
needle forward on cancer research

\$524 million

currently invested in research
grants across the United States

96 million

cancer.org visits for vital
statistics and cancer services
information

22 million

cancer survivors projected by
the year 2035

1.5 million

volunteers brought together to
help save lives from cancer

EVENT SPONSORSHIP & TICKETS

*Title Sponsor - \$100,000

- Premier brand integration across all event marketing and digital platforms, including logo featured in the event title
- Verbal recognition during the event program, including an opportunity for on-stage remarks
- Three tables of 10 with elite, front-of-room placement
- Adopt-A-Room naming opportunity at NYC Hope Lodge for one year
- Opportunity to provide a branded guest takeaway item
- Two digital journal ads
- Exclusive right of first refusal for next year's Title Sponsorship

Presenting Sponsor - \$50,000

- Prime brand visibility across event marketing & digital platforms
- Verbal recognition from the stage during the event program
- Two tables of 12 with prime placement
- Curated seating, thoughtfully arranged among other industry & community leaders
- Two digital journal ads

Champion Sponsor - \$25,000

- Premium logo recognition on event materials and website
- Two tables of 10 with premium placement
- Verbal recognition from the stage during the event program
- One digital journal ad

**Exclusive Opportunity*

For more information or to customize your sponsorship, please contact: [Tori Russell at Tori.Russel@cancer.org](mailto:Tori.Russel@cancer.org).

Anniversary Sponsor - \$15,000

- Logo placement on event materials and website
- One table of 10 with preferred placement and a special anniversary treat for all guests at the table
- Verbal recognition from the stage during the 15th anniversary toast
- One digital journal ad

Table Sponsor - \$12,500

- Logo placement on event materials and website
- One table of 10 with prominent placement
- Logo displayed during the event program
- One digital journal ad

Tribute Sponsor - \$5,000

- Two event tickets
- One digital journal ad

Individual Ticket - \$1,250

- One Coaches vs Cancer event ticket
- What's included:
 - Cocktail hour with passed hors d'oeuvres
 - Gala program & seated dinner

BRANDING OPPORTUNITIES

Cocktail & Dessert Reception Sponsor - \$20,000

- Prominent display of logo and branding during cocktail and dessert receptions
- Branded signature cocktail named in sponsor's honor
- Four event tickets
- One digital journal ad

Mission Moment Sponsor - \$10,000

- Logo displayed during mission moment on mobile giving platform, menus, (top right photo), screens, and paddles
- Verbal recognition from the stage during the event program
- Two event tickets
- One digital journal ad

Hoops for Hope Sponsor - \$10,000

- Logo on basketball madness game (bottom right photo)
- Two event tickets
- One digital journal ad

Registration Sponsor - \$5,000

- Logo on registration sign and escort cards
- One digital journal ad

Check-out Sponsor - \$2,500

- Logo on coat check sign
- One digital journal ad

Digital Journal Ad - \$1,000

- One digital journal ad

If you have any questions, or would like to curate a branding opportunity not listed above, please reach out to Tori Russell at Tori.Russell@cancer.org.



YOUR LOGO HERE



COACHES VS CANCER

If you have questions or would like to discuss customizing your sponsorship package to meet your marketing and philanthropic goals, please contact
Tori Russell at Tori.Russell@cancer.org.

Tori Russell
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American Cancer Society
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