



HENRY FORD  
CANCER INSTITUTE

# GAME ON CANCER

## Game On Cancer Corporate Partnership Opportunities

Changing lives, advancing research and engaging employees



Henry Ford Health System's Game On Cancer (GOC) is a peer-to-peer, team-based fundraising campaign in collaboration with the Detroit Lions and the Detroit Pistons. Now in its 6th year, GOC has raised more than \$5 million and helped 10,000 cancer patients get to and from appointments, keep the lights on, heat their homes, pay for prescriptions, access therapies like acupuncture and massage, survivorship groups and much more. GOC also supports innovative cancer research.



### Meet Mary

"When I was diagnosed with breast cancer, my husband of forty years was already dealing with diabetes. I was so worried that in order to pay for my chemotherapy treatments, we'd have to use money set aside for our property taxes. It was a terrible decision—between my life or our home.

That's when Game On Cancer stepped in. They paid my winter tax bill, so we did not lose our home. They also helped me with a car payment so I could get to and from my chemo appointments.

Game On Cancer supporters saved my life during this difficult time."

### Be Legendary

Did you know? 71% of employees who volunteer and fundraise through work report feeling better about their employer.

We invite you to learn more about how your business or organization can benefit from making a difference for cancer patients through Game On Cancer.



# Your Partnership

## ***Form a Game On Cancer team***

Select a corporate leader to serve as your Game On Cancer Ambassador, then GOC staff will help you do the rest, including hosting a kick-off event at your location. The kick-off is a fun way to promote the campaign, demonstrate community impact, provide easy registration opportunities, fundraising tips, tools and exciting giveaways. Each participant will also receive a welcome packet, personal webpage, materials and incentives customized for your team.

## ***Become a Sponsor***

Game On Cancer staff is ready to develop customized packages that are tailored to your company's mission and customer priorities. Your sponsorship will build brand awareness and bolster your reputation for corporate responsibility.

Sponsor benefits can include:

- Internal employee kick-offs hosted by Game On Cancer staff with special celebrity guest appearances
- Personalized web page for your team and employees
- Customized incentives, gifts and contests to motivate and inspire
- PR/Marketing and networking opportunities
- VIP events with Henry Ford and community leadership
- Volunteer opportunities
- A dynamic campaign culmination event held at Ford Field with the Detroit Lions, and featuring entertainment, food, prizes and much more
- Promotion on GOC's social media channels, website, marketing materials and more

*Game On Cancer is excited to partner with you to create a unique and meaningful opportunity to support cancer patients and build pride in your organization.*

***Ready to get started? Contact Christina Johnson at (248) 515-8963 or [cjohns37@hfhs.org](mailto:cjohns37@hfhs.org).***

## **Game On Cancer Executive Committee**

Manuel Amezcua, Firm President and CEO - MassMutual Great Lakes

Ellyn Davidson, CEO - Brogan & Partners

Therese Peace Agboh, Vice President, Talent & Culture - Kirco

Andy Gutman, President - Farbman Group

David Kelly, Vice President & General Manager - Turner Construction Company

Frank Natoli, Director & Sr. Vice President - Comerica Bank

Steven Selinsky, Vice President of Business Development & Community Engagement - HAP

Mike Singer, Director, Corporate Partnership Business Strategy - Detroit Red Wings & Detroit Tigers

