



GenNow
Network™

NYC
Chapter

After DARK

2026 SPONSORSHIP OPPORTUNITIES

Thursday, October 8, 2026 | The Ready Cantina Rooftop

YOUR INVESTMENT
CAN HELP SAVE LIVES.

Dear Community Partners,

On behalf of the American Cancer Society, we invite you to become a distinguished sponsor of the
2026 GenNow Network After Dark.

We are proud to continue leading the fight against cancer. We exist because the burden of cancer is unacceptably high. The American Cancer Society is the only organization that integrates advocacy, discovery, and direct patient support to measurably improve the lives of people facing cancer and their families.

Our mission of ending cancer as we know it, for everyone is made possible through fundraising events like After Dark. This year's event is set for October 8th at The Ready Cantina Rooftop.

We hope you will join us in 2026 by investing in our lifesaving mission.

With deepest gratitude,

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After
DARK



GENNOW NETWORK NYC CHAPTER

The American Cancer Society **GenNow Network** engages young professionals across the nation in the fight against cancer. These passionate individuals raise funds and awareness by leveraging their personal and professional networks, organizing mission-based activities, and fostering community partnerships.

FUND THE MISSION

YOUR CONTRIBUTIONS ENSURE THAT HOPE LODGE NYC CONTINUES.

Funds raised from the GenNow Network NYC Chapter go toward the annual operating cost of Hope Lodge NYC. Our 30+ Hope Lodge communities offer a home away from home for people facing cancer and their caregivers when cancer treatment is far away. These communities provide comfortable guest suites with private baths, as well as inviting spaces with all the comforts of home, including a communal kitchen, dining area, laundry rooms, and places to gather or find a quiet respite – all at no cost to guests. Hope Lodge guests don't just find a place to stay – they find a community of support and an emotional connection with others facing the same journey.

DOLLARS AT WORK FOR HOPE LODGE, NEW YORK CITY (2025)

- 1,865 patients & caregivers serviced
- 31,174 free nights provided
- On average, guests stayed 18 nights at Hope Lodge NYC
- Guests have saved over 11 million dollars on lodging

EVENT OVERVIEW

Thursday October 8, 2026 | 6:30PM–9:30PM

The Ready Cantina Rooftop (112 E 11th St, New York, NY 10003)

Join the GenNow Network NYC Chapter for our Fall signature event, **After Dark**. The evening brings together community leaders, changemakers, and young professionals across many different industries for a night of networking, drinks, and music.

Through the After Dark luminary bags and digital honor wall, we celebrate the survivors in our life, remember those who have lost their battle and come together in support of loved ones currently battling cancer.

To purchase a ticket, [click here](#).

- General Admission Early Bird until July 17th.....\$150
- General Admission on July 18.....\$175

THE EVENT WILL INCLUDE:

- Silent Auction
- DJ Performance
- GenNow Network NYC Chapter Board Remarks
- Luminary of the Year Award Ceremony
- Digital Honor Wall & Luminary Bag Dedication



2026 SPONSORSHIP OPPORTUNITIES

Tailored to Every Brand. We can build a flexible package to ensure that every partner finds a sponsorship tier that aligns with their marketing goals for mutual success.

PRESENTING SPONSOR – \$25,000

- Exclusive “Presented By” branding on all marketing and signage with After Dark logo
- Verbal recognition during program
- Dedicated social media post
- Opportunity to put items in gift bag or silent auction
- Nominate a rising star employee in the company to sit on the GenNow Network Board or Chapter
- Fifteen (15) After Dark tickets
- Two (2) digital journal ads

GOLD SPONSOR – \$15,000

- Prominent logo placement on event website and event materials
- Opportunity to put items in gift bag or silent auction
- Brand mentions in social media promotions
- Verbal recognition during program
- Ten (10) After Dark tickets
- One (1) Digital Journal Ad

SILVER SPONSOR – \$10,000

- Prominent logo placement on event website and event materials
- Verbal recognition during program
- Eight (8) After Dark Tickets
- One (1) Digital Journal Ad

DIGITAL JOURNAL AD – \$500

By purchasing an After Dark digital ad, you can get your organization and message in front of 150+ members of our community attending the event on October 8th.

2026 BRANDING OPPORTUNITIES

Each branding opportunity comes with two (2) After Dark tickets, logo on event website, and logo on event signage.

MISSION SPONSOR – \$5,000

- Company name written out via text to 150+ guests to promote mission donations

GIFT BAG SPONSOR – \$5,000

- Company name written out via text to 150+ guests as event concludes
- Opportunity to place item in gift bag
- Logo on gift bag

LUMINARIA BAG SPONSOR – \$5,000

- Logo placed on Luminaria Bags

PHOTO BOOTH SPONSOR – \$2,500

- Logo on digital frame

SPIRIT OF AFTER DARK SPONSOR – \$2,500

***Category Exclusive** – Multiple alcohol brands may participate at this branding level. However, exclusivity will be granted within each spirit category.

- Ten (10) donated bottles to be served during the program

SILENT AUCTION SPONSOR – \$2,500

- Opportunity to include an item or package in the silent auction





IN-KIND DONATIONS

We are also offering the opportunity for companies, brands, and individuals to donate an item or package for our revenue enhancers or gift bags. Donating an in-kind item is a great add-on for increasing visibility and brand exposure during the event. The in-kind donation is fully tax-deductible.

IN-KIND DONOR RECOGNITION INCLUDES:

- Name or logo will be listed in the After Dark digital journal.
 - The After Dark digital journal will be on the website and played on rotation during the cocktail hour, visible to 150+ guests in attendance.
- If donating a singular item/package, the physical item will be displayed on the tables night-of, along with an item sheet.



Let's collaborate
Partner with us today



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