

JOAN HISAOKA  
"MAKE A DIFFERENCE" GALA  
ASSISTING THOSE LIVING WITH CANCER

[www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org)

Dear Friends:

My sister, Joan Hisaoka, founder of Hisaoka Public Relations, was 48 when she lost her battle with cancer on May 14, 2008. To honor her memory and her dream of assisting those living with cancer, the first annual Joan Hisaoka "Make A Difference" Gala was held in October 2008. Since then, thanks to the generous support of people like you, we have raised over \$10,100,000. Last year's Gala raised a record setting \$1,600,000 while netting over \$1,330,000. In honor of our 10<sup>th</sup> Anniversary, we hope to exceed last year's record-breaking totals.

In an effort to continue to fulfill Joan's desire to help others living with cancer and to raise money to support organizations that bring hope and healing to those faced with serious illness, we will host the **10<sup>th</sup> Anniversary Joan Hisaoka "Make A Difference" Gala on Saturday, September 16, 2017 at the Omni Shoreham Hotel.** A four-course dinner, complete with wine pairings, will be designed and prepared especially for this event. This black tie event will also include a reception, dancing, and silent and live auctions with exclusive luxurious items.

Our main beneficiary will be Life with Cancer®, the educational and emotional support program of the Inova Schar Cancer Institute. The mission of Life with Cancer is to enhance the quality of life of those affected by cancer by providing education, information and support. Life with Cancer programs are provided at no cost to the cancer patients of all ages and their loved ones regardless of where treatment is received, thanks to the generous support of the community.

In addition, The Smith Center for Healing and the Arts, located in Washington, D.C., will receive a portion of the proceeds from the gala. The Smith Center provides creative and wellness resources for people living with cancer as well as the local community at large.

Those of you whose lives have been touched in some way by cancer know people living with cancer cannot wait to receive support. The need for your help is greater than ever, and your contribution has the power to "make a difference" to those living with cancer today.

The sponsorship opportunities for this year's gala are enclosed. We hope you will help to provide hope and healing to those living with cancer by becoming a sponsor.

For further information, please feel free to contact me or Susan Hubert at [hubert@srlaw.com](mailto:hubert@srlaw.com).

Together, we can make a difference in the lives of those living with cancer. Thank you for your consideration, and I hope to see you on September 16, 2017.

Best regards,



Robert G. Hisaoka  
Gala Chairman

# JOAN HISAOKA

“MAKE A DIFFERENCE” GALA  
ASSISTING THOSE LIVING WITH CANCER

[www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org)

## Event Fact Sheet

**Event Name, Date & Location:** 10th Anniversary Joan Hisaoka “Make A Difference” Gala  
Saturday, September 16, 2017  
Omni Shoreham Hotel Washington, D.C.

**Event Format:** 5:30 p.m. – 6:30 p.m. – VIP Reception  
6:00 p.m. – General Reception and Silent Auction  
7:30 p.m. – Program, Dinner and Live Auction  
10:00 p.m. – 11:00 p.m. – After Party

**Attire:** Black Tie

<b>Sponsorship Levels:</b>	Presenting Sponsor	\$100,000	Benefactors	\$10,000
	Diamond Sponsors	\$75,000	Friends	\$8,000
	Platinum Sponsors	\$50,000	Donors	\$5,000
	Gold Sponsors	\$25,000	Contributors	\$3,000
	Silver Sponsors	\$15,000	Supporters	\$1,700

**Individual Tickets:** \$700

**About Joan Hisaoka:** Joan Hisaoka was a remarkable woman who was 48 years old when she lost her battle with cancer on May 14, 2008. During her lifetime, Joan received numerous awards for both her community involvement and her work as the founder of Hisaoka Public Relations, which represented many top metro-area hospitality, tourism and retail clients. Included in the honors Joan received were the prestigious international *Silver Anvil Award* in 2004 – one of the highest honors in public relations, and being named one of the 50 most powerful and influential women in 2004, as a recipient of the Washington Business Journal’s *Women Who Mean Business* award.

Through her experiences at cancer-related retreats and programs across the country, Joan learned the immense healing power of emotional, psychological and spiritual support, and sought to extend that support to others. This Gala was created to honor Joan and her dream of assisting those living with cancer. With the proceeds, we will continue her unfinished work by supporting organizations that bring hope and healing to those faced with serious illness. To learn more about the Joan Hisaoka Gala, visit [www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org).

**About the Beneficiaries:** This year our main beneficiary will be Life with Cancer®. Life with Cancer is the educational and emotional support program of the Inova Schar Cancer Institute. The mission of Life with Cancer is to enhance the quality of life of those affected by cancer by providing education, information and support. Life with Cancer programs are provided at no cost to the cancer patients of all ages and their loved ones regardless of where treatment is received, thanks to the generous support of the community. [www.lifewithcancer.org](http://www.lifewithcancer.org)

The Smith Center for Healing and the Arts is a Washington, D.C. based nonprofit health, education and creative arts organization that serves individuals, families and communities affected by cancer and other serious illness. [www.smithcenter.org](http://www.smithcenter.org)

**Gala Sponsorship Information Contact:** Susan Hubert  
[JoansDifference@aol.com](mailto:JoansDifference@aol.com) or [hubert@sIslaw.com](mailto:hubert@sIslaw.com)  
Phone: 202.689.1917

# JOAN HISAOKA

"MAKE A DIFFERENCE" GALA  
ASSISTING THOSE LIVING WITH CANCER

[www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org)

## Sponsorship Benefits Reply Form

*All sponsors contributing \$3,000 or more will be listed in both the printed invitation and the program journal if response and payment are received by July 14, 2017. All other sponsors will be listed in the program journal if response and payment are received by August 18, 2017.*

Company/Individual Name: \_\_\_\_\_  
(Please print name as you would like it listed in the program.)

Contact: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell (*for BidPal purposes*): \_\_\_\_\_

Email: \_\_\_\_\_

I/ we will attend the 10<sup>th</sup> Anniversary Joan Hisaoka "Make A Difference" Gala on Saturday, September 16, 2017 at the Omni Shoreham Hotel in Washington, D.C., and would like to support Life with Cancer® by making a contribution at the selected sponsorship level(s):

- |   |           |  |
|---|-----------|--|
| <input type="checkbox"/> Presenting Sponsor | \$100,000 | Two tables of 10 with priority seating                                     |
| <input type="checkbox"/> Diamond Sponsors   | \$75,000  | Two tables of 10 with premium seating                                      |
| <input type="checkbox"/> Platinum Sponsors  | \$50,000  | Two tables of 10 with premium seating                                      |
| <input type="checkbox"/> Gold Sponsors      | \$25,000  | Two tables of 10 - one with premium seating and one with preferred seating |
| <input type="checkbox"/> Silver Sponsors    | \$15,000  | One table of 10 with premium seating                                       |
| <input type="checkbox"/> Benefactors        | \$10,000  | One table of 10 with preferred seating                                     |
| <input type="checkbox"/> Friends            | \$8,000   | One table of 10 to the Gala  |
| <input type="checkbox"/> Donors             | \$5,000   | Six tickets to the Gala  |
| <input type="checkbox"/> Contributors       | \$3,000   | Four tickets to the Gala   |
| <input type="checkbox"/> Supporters         | \$1,700   | Two tickets to the Gala  |

I/ we cannot attend, but would like to make a tax-deductible contribution.

Enclosed is my check made payable to *Life with Cancer*® in the amount of \$ \_\_\_\_\_

Completed pledge forms should be sent via mail or email to:

Joan Hisaoka Gala  
Attn: Susan Hubert  
c/o Shapiro Lifschitz & Schram  
1742 N Street, NW  
Washington, DC 20036

Email: [JoansDifference@aol.com](mailto:JoansDifference@aol.com) or [hubert@slslaw.com](mailto:hubert@slslaw.com)

Phone: 202.689.1917 | Fax: 202.689.1901

**For sponsors contributing \$3,000 or more, payment and form should arrive by July 14, 2017 to be listed in the invitation.**

**All other sponsor forms and payments should arrive by August 18, 2017 to be listed in the program.**

**\*There will be a 3% charge for credit card charges.**

*Questions may be addressed to Susan Hubert via the email addresses listed above or 202.689.1917*

Life with Cancer® is part of Inova Health System, a 501(c)(3)  
healthcare system in Northern Virginia. FEIN number 54-1071867

JOAN HISAOKA   
“MAKE A DIFFERENCE” GALA  
ASSISTING THOSE LIVING WITH CANCER

[www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org)

**2017 SPONSORSHIP OPPORTUNITIES**

**Presenting Sponsors**

**\$100,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- Listing on Life with Cancer® website
- Two (2) tables of 10 with priority seating
- Twenty (20) guests admitted to the VIP Reception (*must register names*)
- One Executive Suite at the Omni Shoreham Hotel Washington, D.C. for the night of the event
- Full page ad in program journal – priority placement
- Live mention from the podium
- Sponsor acknowledgement at Gala
- Recognition in Washington Life Magazine “Thank You” Advertisement

**Diamond Sponsors**

**\$ 75,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- Listing on Life with Cancer® website
- Two (2) tables of 10 with premium seating
- Twenty (20) guests admitted to the VIP Reception (*must register names*)
- One Deluxe Room at the Omni Shoreham Hotel Washington, D.C. for the night of the event
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor acknowledgement at Gala
- Recognition in Washington Life Magazine “Thank You” Advertisement

**Platinum Sponsors**

**\$ 50,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- Listing on Life with Cancer® website
- Two (2) tables of 10 with premium seating
- Ten (10) guests admitted to the VIP Reception (*must register names*)
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor acknowledgement at Gala
- Recognition in Washington Life Magazine “Thank You” Advertisement

**Gold Sponsors**

**\$ 25,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- Listing on Life with Cancer® website
- Two (2) tables of 10 – one table with premium seating and one table with preferred seating
- Eight (8) guests admitted to the VIP Reception (*must register names*)
- Full page ad in program journal
- Live mention from the podium
- Sponsor acknowledgement at Gala
- Recognition in Washington Life Magazine “Thank You” Advertisement

JOAN HISAOKA   
“MAKE A DIFFERENCE” GALA  
ASSISTING THOSE LIVING WITH CANCER

[www.JoanHisaokaGala.org](http://www.JoanHisaokaGala.org)

<b>Silver Sponsors</b>	<b>\$ 15,000</b>
<ul style="list-style-type: none"><li>• Company or individual name listed on Gala invitation*</li><li>• Company or individual name listed in program journal*</li><li>• Listing on Gala website</li><li>• Listing on Life with Cancer® website</li><li>• One (1) table of 10 with premium seating</li><li>• Six (6) guests admitted to the VIP Reception (<i>must register names</i>)</li><li>• Half page ad in program journal</li><li>• Sponsor acknowledgement at Gala</li><li>• Recognition in Washington Life Magazine “Thank You” Advertisement</li></ul>	
<b>Benefactors</b>	<b>\$ 10,000</b>
<ul style="list-style-type: none"><li>• Company or individual name listed on Gala invitation*</li><li>• Company or individual name listed in program journal*</li><li>• Listing on Gala website</li><li>• One (1) table of 10 with preferred seating</li><li>• Four (4) guests admitted to the VIP Reception (<i>must register names</i>)</li><li>• Half page ad in program journal</li><li>• Sponsor acknowledgement at Gala</li><li>• Recognition in Washington Life Magazine “Thank You” Advertisement</li></ul>	
<b>Friends</b>	<b>\$ 8,000</b>
<ul style="list-style-type: none"><li>• Company or individual name listed on Gala invitation*</li><li>• Company or individual name listed in program journal*</li><li>• Listing on Gala website</li><li>• One (1) table of 10 to the Gala</li><li>• Two (2) guests admitted to the VIP Reception (<i>must register names</i>)</li><li>• Quarter page ad in program journal</li><li>• Sponsor acknowledgement at Gala</li><li>• Recognition in Washington Life Magazine “Thank You” Advertisement</li></ul>	
<b>Donors</b>	<b>\$ 5,000</b>
<ul style="list-style-type: none"><li>• Company or individual name listed on Gala invitation*</li><li>• Company or individual name listed in program journal*</li><li>• Listing on Gala website</li><li>• Six (6) tickets to the Gala</li><li>• Sponsor acknowledgement at Gala</li><li>• Recognition in Washington Life Magazine “Thank You” Advertisement</li></ul>	
<b>Contributors</b>	<b>\$ 3,000</b>
<ul style="list-style-type: none"><li>• Company or individual name listed on Gala invitation*</li><li>• Company or individual name listed in program journal*</li><li>• Four (4) tickets to the Gala</li></ul>	
<b>Supporters</b>	<b>\$ 1,700</b>
<ul style="list-style-type: none"><li>• Two (2) tickets to the Gala</li><li>• Company or individual name listed in program journal*</li></ul>	

\* Benefits including listings and/or recognition in printed materials will be subject to production deadlines.