

THE FIFTEENTH ANNUAL  
**JOAN HISAOKA**  
“MAKE A DIFFERENCE” GALA  
ASSISTING THOSE LIVING WITH CANCER  
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 about \$19,000,000 inception to date. Last year’s virtual gala raised approximately \$1,500,000, netting 93%. We hope to exceed that total this year.

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 **15<sup>th</sup> Annual Joan Hisaoka “Make A Difference” Gala on Saturday, September 17, 2022 at 7:00 pm at the Mandarin Oriental in Washington, D.C.**

While we look forward to the Gala being an in-person event, the health and safety of our guests remains our top priority. We will continue to monitor guidelines established by the Centers for Disease Control and Prevention for events of this nature and will, prior to the Gala, communicate vaccination requirements, face covering requirements and the like, if any.

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 will receive a substantial portion of the proceeds from the gala. Located in Washington, D.C., 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@sllaw.com](mailto:hubert@sllaw.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 Saturday, September 17, 2022.

Best regards,



Robert G. Hisaoka  
Gala Chairman

Jim Abdo  
Tom Blair  
Katherine Bradley  
Ashley Dabbiere  
Alan Dabbiere  
Jack Davies  
Ronald Herman

**Executive Committee**

Mark Kimsey  
Sachiko Kuno  
Ted Leonsis  
Mark Lowham  
Roger Mody  
Tony Nader  
John P. Oswald

Richard Patterson  
Lauren Peterson  
Steve Schram  
Earl Stafford  
Jeffrey E. Veatch  
Eric Ziebold

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## Event Fact Sheet

**Event Name, Date & Location:** 15th Annual Joan Hisaoka “Make A Difference” Gala  
Saturday, September 17, 2022  
Mandarin Oriental Hotel in 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

**Sponsorship Levels:** 15<sup>th</sup> Anniversary Presenting Sponsors – \$150,000+

Emerald Sponsors	\$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 [JoanHisaokaGala.org](http://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. To learn more, visit [LifeWithCancer.org](http://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. To learn more, visit [SmithCenter.org](http://SmithCenter.org).

**Gala Sponsorship Information Contact:** Susan Hubert  
[hubert@srlslaw.com](mailto:hubert@srlslaw.com)  
Phone: 202.689.1917

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### 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 11, 2022. All other sponsors will be listed in the program journal if response and payment are received by August 19, 2022. NOTE: There will be a 3% charge for credit card charges.*

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

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

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

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

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

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

**I/ we will attend the 15<sup>th</sup> Joan Hisaoka “Make A Difference” Gala on Saturday, September 17, 2022** and would like to support Life with Cancer® by making a contribution at the selected sponsorship level(s):

- |   |            |  |
|---|------------|--|
| <input type="checkbox"/> 15 <sup>th</sup> Anniversary Presenting Sponsors | \$150,000+ | Two tables of 10 with priority seating                                     |
| <input type="checkbox"/> Emerald Sponsors                                 | \$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: [hubert@slslaw.com](mailto:hubert@slslaw.com) | Phone: 202.689.1917 | Fax: 202.689.1901

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

We will continue to monitor guidelines established by the Centers for Disease Control and Prevention for events of this nature and will, prior to the Gala, communicate vaccination requirements, face covering requirements and the like, if any. An inherent risk of exposure to COVID-19 exists in any public space where people gather. Although the Gala will institute reasonable practices to lessen or reduce the spread of COVID-19, the Gala cannot guarantee that guests will not be exposed to the virus, which could result in personal injury, illness, permanent disability, and death. By attending the Gala, you voluntarily assume all risks related to exposure to COVID-19 and you may be required to sign a COVID-19 Notice and Waiver as a condition to attending the event.

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## 2022 SPONSORSHIP OPPORTUNITIES

### 15<sup>th</sup> Anniversary Presenting Sponsors

**\$150,000 and up**

- 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 by September 10, 2022*)
- Full page ad in program journal – priority placement
- Live mention from the podium
- Sponsor acknowledgement at Gala
- One complimentary Deluxe City View Guest Room on September 17, 2022 with complimentary overnight valet parking

### Emerald 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 by September 10, 2022*)
- Full page ad in program journal – priority placement
- Live mention from the podium
- Sponsor acknowledgement at Gala
- One complimentary Guest Room on September 17, 2022 with complimentary overnight valet parking

### 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 by September 10, 2022*)
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor acknowledgement at Gala

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**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 by September 10, 2022*)
- Full page ad in program journal – premium placement
- Live mention from the podium
- Sponsor acknowledgement at Gala

**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 by September 10, 2022*)
- Full page ad in program journal
- Live mention from the podium
- Sponsor acknowledgement at Gala

**Silver Sponsors**

**\$ 15,000**

- 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
- One (1) table of 10 with premium seating
- Six (6) guests admitted to the VIP Reception (*must register names by September 10, 2022*)
- Half page ad in program journal
- Sponsor acknowledgement at Gala

**Benefactors**

**\$ 10,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- One (1) table of 10 with preferred seating
- Four (4) guests admitted to the VIP Reception (*must register names by September 10, 2022*)
- Half page ad in program journal
- Sponsor acknowledgement at Gala

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**Friends** **\$ 8,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- One (1) table of 10 to the Gala
- Two (2) guests admitted to the VIP Reception (*must register names by September 10, 2022*)
- Quarter page ad in program journal
- Sponsor acknowledgement at Gala

**Donors** **\$ 5,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Listing on Gala website
- Six (6) tickets to the Gala
- Sponsor acknowledgement at Gala

**Contributors** **\$ 3,000**

- Company or individual name listed on Gala invitation\*
- Company or individual name listed in program journal\*
- Four (4) tickets to the Gala

**Supporters** **\$ 1,700**

- Two (2) tickets to the Gala
- Company or individual name listed in program journal\*

**Individual Tickets \$ 700**

- One (1) guest admitted to the Gala

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