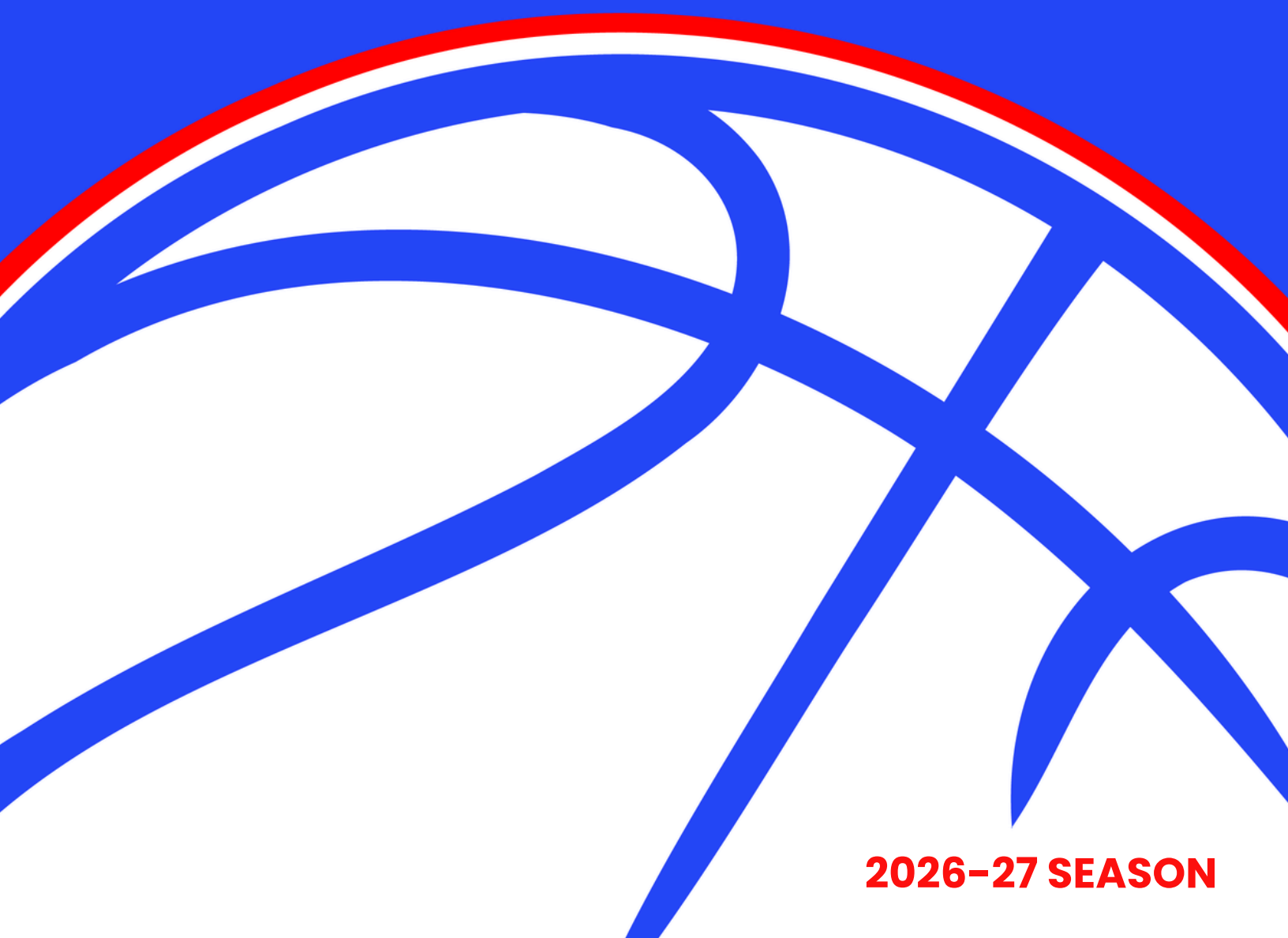




# COACHES VS. CANCER

## PLAYBOOK



**2026-27 SEASON**

# COACHES VS. CANCER



[coachesvscancer.org](http://coachesvscancer.org)

Coaches vs. Cancer is a collaboration between the **American Cancer Society** and the **National Association of Basketball Coaches (NABC)**. For over 30 years, this initiative has engaged coaches nationwide to leverage their leadership and influence to support the American Cancer Society's vision to end cancer as we know it, for everyone. **Every cancer. Every life.®**



*"Coaches vs. Cancer represents the very best of our coaching community. For more than three decades, coaches at every level have come together around a shared purpose that extends far beyond basketball. As leaders, we have a unique opportunity to use our platform to make a meaningful difference in the lives of those impacted by cancer. I'm honored to serve as Council Chair and continue building on the incredible legacy of this program."*

**Coach James Jones**  
**Coaches vs. Cancer Council Chair**



*"Nothing better embodies the ability for sport to be a force for good than an entire profession of basketball coaches – from the largest Division I arenas to the smallest high school gyms – uniting in support of Coaches vs. Cancer. Whether you host a fundraiser, plan a Suits And Sneakers Week game, or simply offer encouragement to a friend facing the disease, you play a critical role in advancing the lifesaving work of Coaches vs. Cancer, and I thank you for your efforts. We won't stop fighting until the battle to defeat cancer for good is won."*

**Craig Robinson**  
**NABC Executive Director**

## Your Coaches vs. Cancer Contacts

**Amy Rohrer**  
[amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org)

**General Questions**  
[coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

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# ENGAGEMENT OPPORTUNITIES

There are a variety of ways for you to participate in Coaches vs. Cancer.

Simply get in where you fit in!





# MENU OF ENGAGEMENT OPPORTUNITIES

Coaches vs. Cancer focuses on four major areas of impact for the American Cancer Society: Mission Impact, Engagement, Revenue, and Advocacy.

## MISSION IMPACT



### Hope Lodge® Communities

Visit one of the 31 Hope Lodge® communities with your team. Serve a meal, mingle with Hope Lodge® guests.

### Road To Recovery®

Promote ACS' free transportation program to help get people to the treatment they need.

### Content Development

Film video clips for use on social media to highlight ACS mission priorities including cancer screening, health equity, Road To Recovery, etc.

### Suits And Sneakers Week

Support and elevate our biggest annual initiative at your school.

## ENGAGEMENT



### Social Media

Promote Coaches vs. Cancer by posting our turnkey social content on your social channels.

### Media

Connect the American Cancer Society and Coaches vs. Cancer in media interviews using provided talking points.

### Be a Connector

Leverage your networks to open doors for other coaches, media personalities, corporations, etc. to get involved in CVC activities.

## REVENUE



### Events

Support an American Cancer Society event (local or national gala, golf tournament, tip-off event, Campus Relay For Life, etc.).

### Exhibition Game

Designate Coaches vs. Cancer as the beneficiary of a preseason exhibition game.

### Auctions

Donate a package to benefit an ACS auction. Package can consist of game day experiences, gear, sneakers, autographed memorabilia, etc.

### Corporate

Champion key connections to grow ACS' national sponsorships and corporate activations.

## ADVOCACY



### Lobby Day

Advocate for ACS' top priorities at the state and/or federal level.

### For more information:

Amy Rohrer  
amy.rohrer@cancer.org  
608.886.0143



# SUITS AND SNEAKERS WEEK

January 25–31, 2027

**REGISTER**



YOUR SUITS AND SNEAKERS WEEK GAME

# ASK OF COACHES

Coaches vs. Cancer **Suits And Sneakers Week** is a nationwide event that unites basketball coaches across the country for a common cause – saving lives from cancer.

During the last week of January, coaches at all levels of the game are encouraged to **#SuitUp** in support of Coaches vs. Cancer and the American Cancer Society.

**REGISTER**

**YOUR SUITS AND SNEAKERS WEEK GAME**

## What should Coaches do for Suits And Sneakers Week?

### #SuitUp with us...

- Customize your **sneakers** via:
  - a professional shoe designer
  - DIY with colored sharpies  
(e.g. allow kids/cancer survivors the opportunity to design your shoes!)
- Wear your choice of:
  - a **team quarter-zip or polo** with an adhesive **CvC patch** on the sleeve. Adhesive/Removeable CvC patch(es) will be provided to all NCAA DI head coaches as well as DII and DIII NABC member head coaches (more info below).
  - a **suit or sport coat**. A **very** limited number of **CvC lapel pin(s)** available upon request.



### Why I #SuitUp...

- Showcase your sneakers and use them to tell a story. Record a short video (15–20 seconds) detailing who you #SuitUp for. (e.g. unboxing video, etc.)
  - *"These sneakers honor [NAME] because [REASON]."*
  - *"These sneakers represent [progress, cancer research, hope, etc.]."*
- Fan engagement/social media: Post a video on the coach's personal and team social channels. The enclosed **"I Suit Up For"** signs can be utilized by the coaching staff, team members, athletic department staff, etc. for social media, marketing, fan engagement, and more. *Who will you #SuitUp for?* Please use provided social media instructions for sample posts, tagging, etc.

### Your Student-Athletes can #SuitUp too ...

- Create "I Suit Up For" or "I Play For" shooting shirts so the student-athletes can wear them in warm-ups and customize their own shirts with who they want to honor.
- If any student-athlete feels comfortable sharing their cancer connection with the CvC team, please contact [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org)

# S&S WEEK GUIDELINES



**DO** share your “Why” in interviews, with media, on social, etc. Your voice and platform inspires others to get involved with Coaches vs. Cancer and the American Cancer Society.



**DO** apply the self adhesive CvC patches as recommended in the instructions that come with the patches.



**DO** utilize your equipment room staff to assist in the application of the patches. They do this every day!



**DO** be creative! We provide a lot of ideas within this CvC Playbook, but we welcome you making Suits And Sneakers Week work for your coaches, players and fans (while following these simple guidelines!).



**DON'T** change or manipulate the Coaches vs. Cancer logo. It must be used in its entirety with all 3 parts – the ACS logo, the NABC logo, and the CvC text within the parallelogram.



**DON'T** use Suits And Sneakers Week® to only highlight your affiliated health system/hospital. Rather, use this as an opportunity to highlight both Coaches vs. Cancer AND the health system by tagging both of us in your social posts.

- **HELPFUL TIP!** Interested in including information (stats, collaborations, etc.) showcasing how the American Cancer Society and your local health system are working together?
- Contact Amy Rohrer at [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org) for that info



**DON'T** use Suits And Sneakers Week® to singularly highlight an organization or a cause other than the American Cancer Society/Coaches vs. Cancer. **Suits And Sneakers Week® is a registered trademark owned by the American Cancer Society.**



# GAME-DAY ACTIVATIONS



## I Suit Up For ...

- Create signs, rally towels, shooting shirts, etc. Templates are provided!
- Use for team, coach, and fan engagement.
- Post on social (see social templates for suggested posts and hashtags).
- Variations such as "I Play For" or "Today I Honor" are great, too!



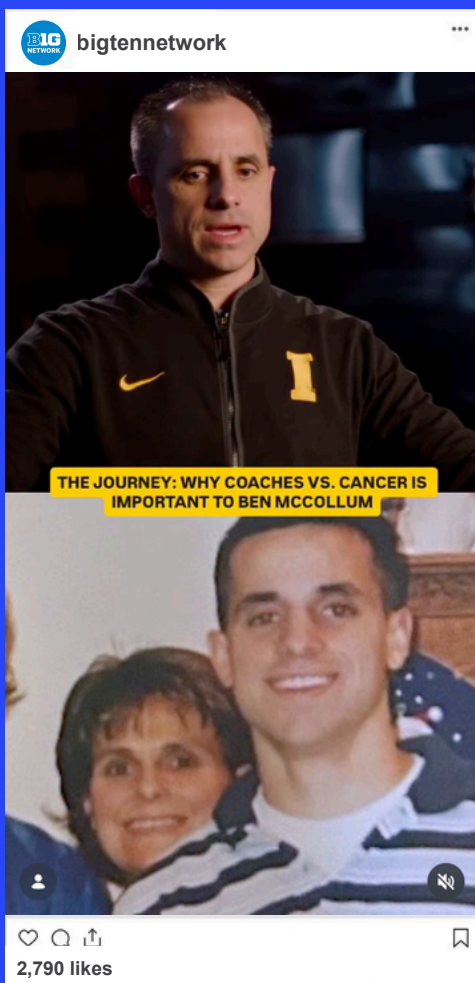


# GAME-DAY ACTIVATIONS

## #SuitUp ON SOCIAL

Share each coach and player's "**why.**"

*\*Click in the center of each post to view videos on Instagram*





# GAME-DAY ACTIVATIONS

## Custom Kicks

*Need a sneaker designer recommendation? Contact us!*



## Pink Out



# CVC GEAR

Interested in purchasing Cvc branded gear, pins or patches for yourself or your team?

Polos, pullovers, t-shirts, long-sleeve shirts, pins and patches are available at:

[shop.cancer.org/collections/coaches-vs-cancer](https://shop.cancer.org/collections/coaches-vs-cancer)



Apparel ▾

Drinkware

Pets

Accessories ▾

Collections ▾

Last Chance



9 products

Sort by: Best selling ▾



Coaches vs Cancer Nike Dri-FIT  
1/2 Zip Pullover - Black  
**\$83.00**



Coaches vs Cancer Performance  
Long Sleeve T-Shirt - White  
**From \$31.00**



Coaches vs Cancer  
BELLA+CANVAS Triblend Short  
Sleeve T-Shirt - Athletic Grey  
Triblend  
**From \$19.00**



Coaches vs Cancer Vertical  
Texture 1/4-Zip Pullover - Black  
**\$59.00**



Coaches vs Cancer Nike Dri-FIT  
Micro Pique Polo - Black  
**\$49.00**



2" Coaches vs Cancer Acrylic Pin  
**\$6.95**



# ASSETS

**CLICK BELOW**



## for Suits And Sneakers Week Assets, including ...

- [Logos](#)
- [Media Kit, including:](#)
  - In-Game Messaging/PA Reads
  - Coach Talking Points
  - Media Alert
  - Social Media sample posts
- [Digital Assets including:](#)
  - Videos
    - [:60s Video](#)
    - [:30s Video](#)
    - [:15s Video](#)
  - [Video Board Graphics](#)
- [Printable signs](#) in various color options
  - I Suit Up For (primary sign)
  - I Play For (alternative sign)
  - Today, I Honor (alternative sign)
- [Branding Guidelines](#)

Looking for something additional? Contact  
**[coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)**

# LOCAL & NATIONAL EVENTS

Golf, Gala, & Tip-off  
Events



# LOCAL EVENTS

Galas, tip-off events, and golf outings held in communities across the country are the largest fundraising component of the Coaches vs. Cancer program. Your local American Cancer Society partner is ready to work with you on hosting great events that will build stronger relationships with our program's constituents, while helping to raise funds to fight cancer.



Interested in participating in a local event?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# NATIONAL EVENTS

Coaches vs. Cancer hosts two national golf events each year.

- **Coaches vs. Cancer Las Vegas Golf Classic** • [cvclasvegsgolfclassic.org](http://cvclasvegsgolfclassic.org)
  - **May TBD, 2027** at Shadow Creek Golf Club, Southern Highlands Golf Club, Cascata, South Shore and TPC Summerlin
- **Coaches vs. Cancer National Golf Classic** • [cvcnationalgolf.org](http://cvcnationalgolf.org)
  - **June TBD, 2027** at TBD



Interested in participating in either premier national golf event?

Contact: [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org)

# TEAM ACTIVATIONS



# AMERICAN CANCER SOCIETY HOPE LODGE®

## VOLUNTEER OPPORTUNITIES

Through Coaches vs. Cancer, you can provide a meaningful and impactful engagement opportunity for your student-athletes and staff to benefit your community.



### What is a Hope Lodge community?

American Cancer Society Hope Lodge® communities provide a free place to stay during treatment so people with cancer can focus on getting better. 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.

### How can I help?

As a coach, there are several ways you can support Hope Lodge® communities both near and far. Here are just a few:

- Schedule a visit to a Hope Lodge community so your team can engage with guests (prepare a meal, provide activities or entertainment, etc.). Provide and serve a meal or brighten their day with entertainment or activities.
- Host a supplies drive to collect items to make guests more comfortable during their stay (paper products, cleaning supplies, kitchen utensils, etc.).
- Volunteer time to help improve facilities and grounds.

This is a great **media opportunity!** Photos and video footage can be shared in-game and/or on your social media channels during Suits And Sneakers Week! Click [HERE](#) for an example.



### Where can I find Hope Lodge?

There are currently 31 Hope Lodge® communities across the country, with more locations coming soon:

- |                  |                    |                     |                      |
|------------------|--------------------|---------------------|----------------------|
| • Atlanta, GA    | • Greenville, NC   | • Lubbock, TX       | • Philadelphia, PA   |
| • Baltimore, MD  | • Honolulu, HI     | • Memphis, TN       | • Rochester, MN      |
| • Birmingham, AL | • Houston, TX      | • Minneapolis, MN   | • Rochester, NY      |
| • Boston, MA     | • Iowa City, IA    | • Nashville, TN     | • Salt Lake City, UT |
| • Burlington, VT | • Jackson, MS      | • New Orleans, LA   | • San Juan, PR       |
| • Charleston, SC | • Jacksonville, FL | • New York, NY      | • St. Louis, MO      |
| • Cleveland, OH  | • Kansas City, MO  | • Oklahoma City, OK | • Tampa, FL          |
| • Dallas, TX     | • Lexington, KY    | • Omaha, NE         |                      |



# Student-Athlete Engagement

## THE OPPORTUNITY

Coaches vs. Cancer knows how influential student-athletes can be, which is why we've put together a few areas of opportunity for student-athletes at universities across the country. These athletes can engage their fans and followers in several easy ways to support our lifesaving work.

## THE ATHLETE ASK

There are a variety of easy ways for student-athletes to get involved in our mission, like...

- Sharing their personal connection to cancer in a short video on social media
- Helping to serve dinner and visit with patients at a local Hope Lodge (if applicable) and being available for media interviews
- Attending local ACS or CvC events and being available for media interviews
- Supporting cancer screening initiatives by recording key prevention messages and sharing them on their social channels.

...and Coaches vs. Cancer is here to provide all the help they need to make their engagement as easy as possible!

## HOW COACHES CAN HELP

If you have a player(s) you think would be interested in supporting the American Cancer Society mission, please reach out to Amy Rohrer at [amy.rohrer@cancer.org](mailto:amy.rohrer@cancer.org)

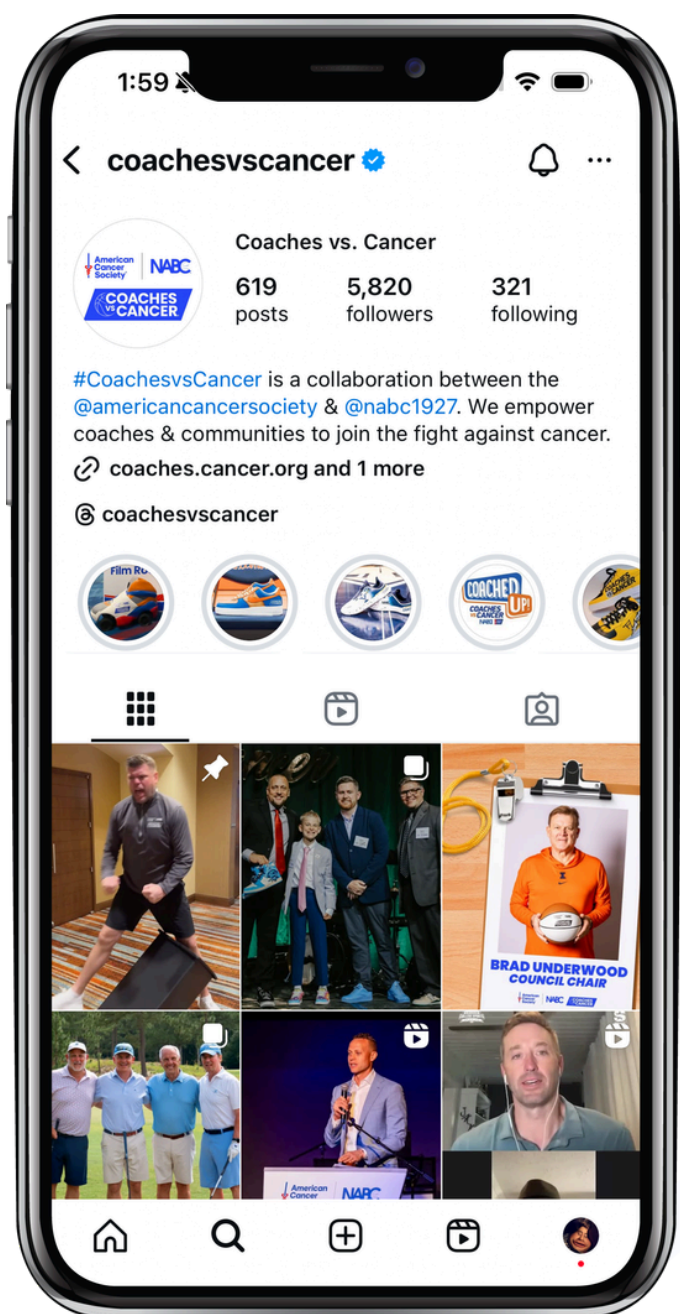


# CONTENT DEVELOPMENT

Social Media, Mission Videos,  
SneakerCam

# SOCIAL MEDIA

We encourage you to share Coaches vs. Cancer content with coach and team accounts, tagging **Coaches vs. Cancer** and the **American Cancer Society** using the handles listed below. If posting to your Instagram Feed, you can also add Coaches vs. Cancer as a collaborator. Some sample copy can be found below, but we encourage you to customize it to your team's voice and style!



For Social Media Assets

[CLICK HERE](#)

## Our Accounts

Coaches vs. Cancer  
American Cancer Society

Follow and tag us in your posts!



@COACHESVSCANCER  
@AMERICANCANCERSOCIETY



@COACHESVSCANCER  
@AMERICANCANCER

General Hashtag: #coachesvscancer

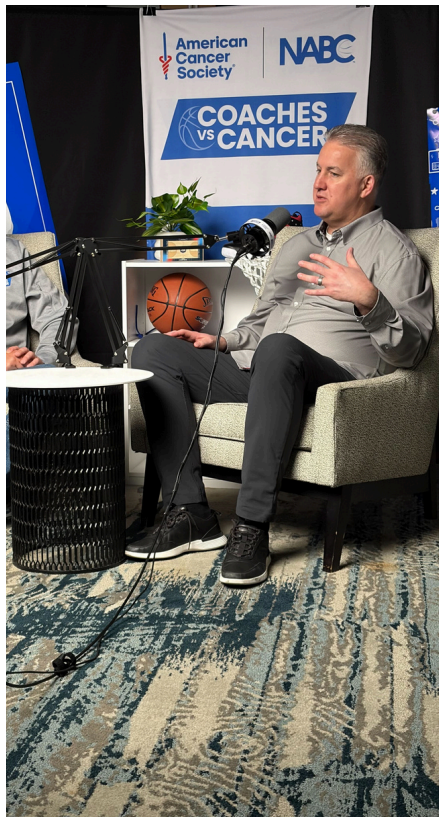
Additional tags during Suits And Sneakers Week: #suitsandsneakers #suitup



# MISSION VIDEOS

Your face and name are powerful tools when sharing the story of the American Cancer Society and Coaches vs. Cancer. Content creation helps tell those stories throughout the entire year. Topics include Hope Lodge, Road To Recovery, cancer screening, events and auctions, Suits And Sneakers Week, stewardship and thank you's, and more!

- Allow us to photograph or video you at the NABC Convention, national and local events, media days, etc.
- Share your testimonial in videos and media interviews.
- Use your social channels to share your reason for supporting the Coaches vs. Cancer program, or to repost content from our channels.



Would you like to record video content?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)



# SNEAKERCAM

The American Cancer Society's **Coaches vs. Cancer SneakerCam** can travel to your campus. SneakerCam is a GoPro on an RC car that can be used to capture content.



Interested in hosting SneakerCam at your game or event?  
Contact: [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)

# MEDIA OPPORTUNITIES



# TALKING POINTS

To promote the Coaches vs. Cancer initiative and encourage fans to learn more about the American Cancer Society's work, we encourage you to use the following talking points in media opportunities.

## KEY TALKING POINTS:

- **Brand Awareness:** When you see Coaches vs. Cancer, you're seeing the American Cancer Society in action. For more than 30 years, coaches, players, and fans have turned their passion for the game into progress against cancer —raising over \$200 million to fund research, provide free rides and lodging for patients, and offer 24/7 support. By standing with your team and coach, you're part of something bigger than basketball —you're helping save lives.
- **Screening Awareness:** The best defense starts with early detection. Coaches vs. Cancer and the American Cancer Society encourage fans to get screened — because catching cancer early can save lives. Together, we can inspire more people in our lives to schedule checkups, support loved ones, and make screening part of every team's playbook.
  - Get screened. Encourage your team, your family and friends, to do the same. Early detection saves lives.

## BEST PRACTICES:

- When referring to the partnership, make sure to reference both Coaches vs. Cancer and the American Cancer Society.
- Media are very interested in your personal connection to cancer and what has driven you to support the American Cancer Society as a Coaches vs. Cancer ambassador.
- Use your interview answers to drive messaging about the program and your connection to it.
- To emphasize the importance of the Coaches vs. Cancer mission, highlight specific American Cancer Society programs impacted by CvC funding, pointing to local connections in your community (e.g., your local Road To Recovery program or Hope Lodge community).

# MEDIA OPPORTUNITIES

To continue growing the Coaches vs. Cancer brand, we need your help in making sure we shine as bright a spotlight as we can on Coaches vs. Cancer and the wonderful work you are doing with your team, your school, and your community. Below are a few ways to drive additional media interest and engagement for Coaches vs. Cancer.

## Local Media Opportunities

- Visit a Hope Lodge® with your team and staff (serving a meal, eating with guests, etc.).
- Invite a local cancer survivor to a practice or game.
- Invite the local media when you are hosting your local “fight cancer” event at the arena or in the community.
- Work with your SID to promote an awareness story about the impact cancer has had on you and your loved ones and why you are so passionate about the work of Coaches vs. Cancer.



Contact Amy Rohrer to learn about other opportunities to drive local, regional, and national engagement.



# HOST A GAME & FUNDRAISING

High School/Youth Fundraising



# Coaches vs. Cancer Games and Fundraising

For High School and Youth

Every year, basketball coaches from across the country unite to put a full-court press on cancer. The Coaches vs. Cancer program engages coaches, players, and fans alike in fundraising and education initiatives to help end cancer as we know it, for everyone.

## Making progress together

All funds raised through the Coaches vs. Cancer campaign will benefit the American Cancer Society's lifesaving mission.

Thanks to our supporters, we've seen a **34% reduction in cancer mortality rates since 1991.**

Approximately **4.8 million lives have been saved** in that time.

Educating people on the importance of screening, which can **catch cancer early when it may be easier to treat.**



**55 million total lives impacted each year. And counting.**

## Fundraising Timeline

Coaches vs. Cancer games and fundraising efforts can take place **any time during your season until March 31.** Fundraising can be done at games, online through your team's fundraising page, or a combination of both. Do what works best for your team!

Have questions or need more information?

Please contact  
**[coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org)**

Or visit  
**[coachesvscanceracs.org](https://coachesvscanceracs.org)**



# Fundraising

Fundraising provides much-needed support for the American Cancer Society. There are lots of fun ways your school can raise funds, including creative virtual activities.

## Create your online fundraising page

### Coaches:

You can set up your team's online fundraising page anytime by visiting [coachesvscanceracs.org](https://coachesvscanceracs.org), and clicking "Sign up." This can also be done on your behalf by someone else at your school. If you don't have a relationship with a local American Cancer Society partner and have additional questions about setting up your page, please feel free to contact [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org).

### Please remember:

You can create your team's fundraising page and raise funds anytime until **March 31**, when the winners will be announced.

*Please reach out to [coachesvscancer@cancer.org](mailto:coachesvscancer@cancer.org) or call 1-800-227-2345 with any questions.*

## Establish a planning committee

In an effort to maximize reach and engage students, faculty, fans, and the community as a whole, each school can create a small, local planning committee comprised of those interested in driving fundraising support (students, athletes, staff, parents).

### Committee responsibilities:

- Create a campaign utilizing provided marketing materials.
- Develop an activation plan.
- Plan fundraising activities.
- Set local campaign goals.
- Implement campaign initiatives.
- Spread messaging/awareness to their respective groups/organizations.
- Set up their team's fundraising campaign page at [coachesvscanceracs.org](https://coachesvscanceracs.org) and sharing their unique fundraising URL with all potential donors.

## Fundraising ideas

### Game Day fundraising:

- Hold a 50/50 raffle during a game or throughout the week leading up to the game.
- Wall of Hope: Sell basketball-themed donation cards for fans to sign and post on a wall of the gym (available on the resource tab of [coachesvscanceracs.org](https://coachesvscanceracs.org)).
- While creating your fundraising page, pick a stat (free throws, layups, etc.) and ask supporters to pledge per chosen stat.
- Supporters can also choose to make a flat donation on the page.
- Livestream the game(s) so relatives, friends, and supporters can watch from anywhere. Send out watch party invites and include the link to your fundraising page to encourage everyone watching to donate.
- Tell your story. When creating your page, you can customize it to share with supporters why this is important to you and your team. Then, email the link to your page to all your supporters and ask them to donate. Have your players share the link, too!
- Start an email campaign and have coaches and players send emails to current and past supporters (individuals and companies), sharing why this cause is important to them. Ask them to support your campaign via your team's page.

## QUICK LINKS & DOWNLOADS

# CLICK TO DOWNLOAD

## Brand Elements

- [CvC logos \(all versions\)](#)
- [ACS Brand Guidelines](#)

## Game Day Needs

- [Printable signs](#) in various color options
  - I Suit Up For (primary sign)
  - I Play For (alternative sign)
  - Today, I Honor (alternative sign)
- [Media Kit](#)
  - PA Announcements
  - Coach Media Talking Points
  - Media Alert

## Digital Assets

- Videos
  - [:60s Video](#)
  - [:30s Video](#)
  - [:15s Video](#)
- [Video Board Graphics \(Static and Motion\)](#)

## Other

- [Click here](#) to subscribe to the CvC Newsletter
- [Click here](#) to follow us on social
- General CvC Site: [coachesvscancer.org](http://coachesvscancer.org)
- Youth Fundraising Website: [coachesvscanceracs.org](http://coachesvscanceracs.org)



# THANK YOU!

BECAUSE OF YOU ...

... we are celebrating more than 5,000 coaches engaged and over \$200 million raised since 1993 to end cancer as we know it, for everyone.

**Every cancer. Every life.®**