



# SPONSORSHIP OPPORTUNITIES AT A GLANCE



**THERE ARE MANY OPPORTUNITIES FOR YOU TO PARTNER WITH THE AMERICAN CANCER SOCIETY RELAY FOR LIFE MOVEMENT, WITH GREAT BENEFITS AT EACH LEVEL.**

| SPONSOR BENEFIT  | PRESENTING<br><small>(Industry Exclusive)</small> | PLATINUM | GOLD | SILVER | BRONZE | SIGNATURE |
|--|---|----------|------|--------|--------|-----------|
| Opportunity to have a Relay For Life kickoff at your company office to engage employees in our mission to save lives from cancer | ★   |          |      |        |        |           |
| Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting       | ★   |          |      |        |        |           |
| Sponsor logo featured on all participant thank-you emails (sent after event)   | ★   |          |      |        |        |           |
| Access to Society workplace wellness programs for your organization  | ★   | ★        |      |        |        |           |
| Verbal recognition during your Relay For Life event opening ceremony   | ★   | ★        |      |        |        |           |
| Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved) | ★   | ★        |      |        |        |           |
| Recognition on your local Relay For Life event Facebook page   | ★   | ★        | ★    |        |        |           |
| Sponsor logo featured on all event print promotional materials   | ★   | ★        | ★    |        |        |           |
| Recognition in Society event news releases   | ★   | ★        | ★    |        |        |           |
| Sponsor logo featured on a giant 5-foot ribbon sign displayed at your Relay For Life event                                       | ★   | ★        | ★    |        |        |           |

RelayForLife.org | 1.800.227.2345

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|---|--|----------------------|----------------------|---------------|---------------|------------------|
| Rights to promote sponsorship in company materials (Society to approve and provide images)  | ★  | ★                    | ★                    | ★             |               |                  |
| Sponsor logo featured on the home page of your local Relay For Life event website   | ★  | ★                    | ★                    | ★             |               |                  |
| Society-approved promotional announcements during local Relay For Life event  | 4  | 3                    | 2                    | 1             |               |                  |
| Free American Cancer Society Content Subscription Service for timely cancer-related information   | ★  | ★                    | ★                    | ★             | ★             |                  |
| Opportunity to display banner(s) at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)                                    | 2  | 2                    | 1                    | 1             | 1             |                  |
| Sponsor name/logo featured on the event T-shirt for participants (names/logos to be sized and arranged according to level)  | LOGO   | LOGO                 | LOGO                 | LOGO          | NAME          |                  |
| Sponsor name/logo featured on the sponsor page of your local Relay For Life event website   | LOGO   | LOGO                 | LOGO                 | LOGO          | NAME          | NAME             |
| A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees   | ★  | ★                    | ★                    | ★             | ★             | ★                |
| Opportunity to connect with the community through participation at event kickoffs, meetings, and other gatherings, including participation on event leadership team | SPEAKING OPPORTUNITY                                     | SPEAKING OPPORTUNITY | SPEAKING OPPORTUNITY | ★             | ★             | ★                |
| Opportunity to participate in sponsor recognition lap during local Relay For Life event   | ★  | ★                    | ★                    | ★             | ★             | ★                |
| A recognition gift awarded post-event   | CRYSTAL AWARD  | CRYSTAL AWARD        | CRYSTAL AWARD        | CERTIFICATE   | CERTIFICATE   | CERTIFICATE      |
| Sponsor logo on two (2) co-branded track signs to be displayed for duration of event  |  |                      |                      |               |               | ★                |

