



# American Cancer Society Relay For Life Sponsorship Opportunities Relay For Life of Wayne 2013

Each lap gets us  
**closer** to a world with more  
**birthdays.**



Thanks to the support of our employees at Relay For Life, we're helping save lives from cancer. Take the first step of a life-changing experience by joining our team at [RelayForLife.org](http://RelayForLife.org) or by calling 1-800-227-2345. Together, we'll stay well, get well, find cures, and fight back.

THE OFFICIAL SPONSOR OF BIRTHDAYS.®



Follow us to

a world

with more birthdays.

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Relay For Life is the American Cancer Society's signature event. It began in 1985 with one man, Dr. Gordy Klatt, who circled a track for a grueling 24 hours and raised \$27,000 for the fight against cancer. Today, Relay For Life has grown into the largest not-for-profit activity, and currently, Relay For Life is in 5,200 communities around the world.

Relay For Life is much more than an event, it is a way for communities to come together to celebrate survivors, remember those lost to cancer, and fight back against the disease. It's a place where people connect with others, share the cancer experience, and find comfort and solace. Relays are designed to take place overnight, with the premise that cancer never sleeps, participants dedicate an entire day to staying up and fighting back! This makes Relay both unique and fun. Throughout the night, Relayers participate in special ceremonies, play games and experience various live entertainment.

**One in three people will be diagnosed with cancer during their lifetime; through Relay, money and awareness are raised to support the American Cancer Society and their lifesaving mission to create a world with less cancer and more birthdays.**

Relay For Life could be an opportunity for your company to build hope for a future where cancer no longer threatens the lives of the people we love. As a sponsor, your efforts support research, education, advocacy, and life-affirming patient services that allow the American Cancer Society to offer help and hope to people when they need it most. Become a regional or local sponsor this year and be a part of the Relay For Life effort in your community, you too can be a part of this movement to fight back against cancer.

# Four million people participate in Relay For Life each year, at this inspiring and life changing event they Celebrate, Remember and Fight Back



## Why Relay?

- To celebrate the lives of cancer survivors
- To remember those who have lost their battle
- To be inspired by your employees
- To connect with your customers
- To support those in the midst of the fight
- To do your part in the fight against cancer

## Features and Benefits:

- Increase your visibility  
Over 11,000 people in Bergen and Passaic County participate in Relay For Life.
- Enhance Your Brand Image  
The American Cancer Society is the largest voluntary health organization in the world with 96 percent brand recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence consumer behavior.
- Boost Employee Morale  
People prefer to work for companies that are good corporate citizens. They are responsive to the beneficial behaviors exhibited by their employees.

# Regional Sponsors

## CURE

**\$25,000**

- Logo on all Bergen and Passaic County Relay For Life event T-Shirts and Relay For Life event websites
- Opportunity to speak at Relay For Life and Kick-off events of your choice
- Company track sign at ALL Relay events and company supplied banner displayed at Relay events of choice
- Special recognition during Opening and Closing ceremonies at all Relay For Life events
- Opportunity for 10x10 tent at THREE Relays of your choice
- Recognition plaque for your business acknowledging your CURE level support

## SUN and MOON

**\$10,000**

- Logo on all Bergen and Passaic County Relay For Life event T-Shirts and Relay For Life event websites
- Opportunity to speak at FIVE Relay For Life and/or Kick-off events of your choice
- Company track sign at all Relay events and company supplied banner displayed at FIVE Relay events of choice
- Special recognition during opening and closing ceremonies at all Relay For Life events
- Opportunity for 10x10 tent at ONE Relay of your choice
- Recognition plaque for your business acknowledging your SUN and MOON level support

## BELIEVE

**\$7,500**

- Logo on all Bergen and Passaic County Relay For Life event T-Shirts and Relay For Life event websites
- Opportunity to speak at THREE Relay For Life and/or Kick-off events of your choice
- Company track sign at all Relay events and company supplied banner displayed at THREE Relay events of choice
- Special recognition during opening and closing ceremonies at all Relay For Life events
- Recognition plaque for your business acknowledging your BELIEVE level support



# Local Sponsors

## FIGHT BACK

**\$5,000**

- In addition to all the benefits of our REMEMBER level package
- Company logo on all Relay For Life event T-Shirts
- Company logo on Relay For Life event website home page
- Dedicate up to 50 Luminaria Bags at event
- Recognition plaque for your business acknowledging your FIGHT BACK level support

## REMEMBER

**\$2,500**

- In addition to all the benefits of our CELEBRATE level package
- Company logo (black & white) and short text piece summary on Sponsor page of website
- Company logo on posters and brochures
- Dedicate up to 25 Luminaria bags at event
- Recognition plaque for your business acknowledging your REMEMBER level support

## CELEBRATE

**\$1,000**

- In addition to all the benefits of our BIRTHDAY level package
- Line mention on Sponsors page of community's Relay For Life website
- Opportunity for product promotion at event
- Dedicate up to 10 Luminaria bags at event
- Recognition certificate for your business acknowledging your CELEBRATE level support

## BIRTHDAY

**\$500**

- Company supplied banner display at the Relay
- Special recognition during opening and closing ceremonies at specific Relay For Life event and in event program
- Company track sign at specific Relay For Life event
- Recognition certificate for your business acknowledging your BIRTHDAY level support



## HOPE Sign Sponsors

### REGIONAL

**\$750**

- Company track signs at all Relay For Life events in Bergen and Passaic Counties

### LOCAL

**\$250**

- Company track signs at specific Relay For Life event

# We thank you for your tax-deductible contribution and for your commitment to the fight against cancer.

Please return completed form to:  
American Cancer Society Relay For Life of Wayne  
20 Mercer Street, Hackensack, NJ 07601  
Fax: 201-498-9004

This Sponsorship Agreement is due to your American Cancer Society Staff Partner by: \_\_\_\_\_

<p style="text-align: center;"><b>Relay For Life Sponsorship Opportunities Category Index</b> Please check your Sponsorship Level</p> <p><b>Regional Sponsors</b> (deadline for inclusion is March 1, 2013)</p> <p><input type="checkbox"/> CURE Sponsor: \$25,000</p> <p><input type="checkbox"/> SUN and MOON Sponsor: \$10,000</p> <p><input type="checkbox"/> BELIEVE Sponsor: \$7,500</p> <p><b>Local Sponsors</b></p> <p><input type="checkbox"/> FIGHT BACK Sponsor: \$5,000 (deadline for inclusion is March 1, 2013)</p> <p><input type="checkbox"/> REMEMBER Sponsor: \$2,500</p> <p><input type="checkbox"/> CELEBRATE Sponsor: \$1,000</p> <p><input type="checkbox"/> BIRTHDAY Sponsor: \$500</p> <p><b>Hope Sign Sponsors</b></p> <p><input type="checkbox"/> Regional Hope Sign: \$750</p> <p><input type="checkbox"/> Local Hope Sign: \$250</p> <p>*****</p> <p><input type="checkbox"/> I cannot sponsor, but please accept my donation of \$_____</p>	<p style="text-align: center;"><b>Company Information:</b></p> <p>Company Name: _____</p> <p>Address: _____</p> <p>City: _____</p> <p>State: _____ Zip Code: _____</p> <p>Phone: _____</p> <p>Email: _____</p> <p><b>*Relay For Life Event:</b> _____</p> <p><b>Type of Contribution: (Please check one)</b></p> <p><input type="checkbox"/> Cash or Check Checks made payable to the <b>American Cancer Society</b></p> <p><input type="checkbox"/> Credit Card: Visa___ MC___ AMEX___ Discover___</p> <p>Card Number: _____</p> <p>Exp. Date: _____</p> <p>Signature: _____</p> <p><b>Information About Your Company's Logo</b></p> <p>When submitting a logo, please provide a full colored .jpeg or .gif file with a resolution of 300 dpi</p> <p>All logos on T-shirts will be printed in black and white</p> <p>All logos on Track Signs will be printed in full color</p> <p>E-mail all files to your American Cancer Society Staff Partner (Found on the business card provided.)</p>
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## **National Team Program**

The American Cancer Society Relay For Life National Team Program, initiated in 2001, builds relationships with national and regional companies to help promote the American Cancer Society Relay For Life. It is an excellent way for businesses to participate in the world's largest nonprofit fundraising event, while boosting employee morale and team-building skills.

The National Team Program provides your company with a chance to engage employees, their families and friends to celebrate those who have battled cancer, remembered loved ones lost and fight back against the deadly disease. The program also provides your company with a meaningful opportunity for corporate volunteerism and philanthropy, while uniting your brand with communities across the county in support of one of America's most popular and unifying causes.

**It is easy for your company to get started today!**

**Join a local Relay For Life event in your area and make sure to select your company affiliation in the drop-down when registering your team online.**

### **Thank you to the following corporations and companies for their amazing efforts in the fight against cancer!**

Aaron's	El Paso	Sam's Club
Abbott	Fred Meyer	Staples
AGLA	GEICO	Starbucks
Allstate	Graebel	State Farm Insurance
American Airlines	HCA	Target
Anytime Fitness	Kroger	Tastefully Simple
Apex Systems	Liberty Tax Service	Tyson
AT&T	Lockheed Martin	United Community Bank
Bank of America	maurices	United Healthcare
Best Buy	McKessen	United Technologies Corporation
Booz Allen Hamilton	MetLife	UPS
Century 21	Nucor Steel	Walgreens
CNH	PartyLite	Walmart
COUNTRY Financial	PriceWaterhouseCoopers	WellPoint
Curves	Quest Diagnostics	Wolters Kluwer
Delta Air Lines	Rolls-Royce	

For more information you can visit our website or contact your local American Cancer Society Staff Partner.

**<http://www.RelayForLife.org/Learn/NationalTeamProgram/index>**



## How Your Donations Make A Difference

Thanks to your generous contributions to the American Cancer Society Relay For Life, the Society is saving lives and creating a world with less cancer and more birthdays by helping people stay well and get well, by finding cures, and by fighting back. These are just a few examples of how your contributions make a difference.

### *Helping people stay well—Education*

- We develop guidelines for recommended cancer screenings and nutrition and physical activity, so people know what tests they need to find cancer early and how to help prevent the disease.
- A 1-year college scholarship awarded to eligible young cancer survivors to help relieve the burden on families facing costly medical bills - **\$1,000**
- Tell A Friend Materials translated into 4 Asian Languages - **\$24,000**
- One issue and postage for CA: Cancer Journal For Clinicians, the most widely circulated oncology journal in the world, which provides cancer care professionals with the latest on cancer diagnosis, treatment and prevention - **\$88,000**

### *Finding Cures—Research*

- We've had a hand in nearly every major cancer breakthrough of the past century, including confirming the link between cigarette smoking and lung cancer, establishing the link between obesity and multiple cancers, developing drugs to treat leukemia and advanced breast cancer, and showing that mammography is the most effective way to detect breast cancer.
- 1 case of 500 test tubes - **\$150**
- 1 Gel Box, which researchers use to isolate DNA and identify differences that may impact cancer diagnosis or treatment - **\$350**
- 1 new microscope - **\$2,000**
- Expenses for 1 patient in an American Cancer Society funded clinical trial - **\$3,000**
- Dividing DNA taken from 1,200 cases during the American Cancer Society's Prevention Study II, which helps researchers understand the genetics of cancer - **\$5,000**
- Behavioral Research Center - 1 study - **\$100,000**

### *Helping people get well—Patient Services*

- Our phone lines are open anytime, day or night, to connect people with the answers they need. Each year, we provide support to the nearly one million individuals who call us at 1-800-227-2345. Our website, cancer.org, also offers access to the latest information and services in their area.
- With sites at hospitals and treatment centers across the country, our American Cancer Society Patient Navigator Program provides one-on-one guidance to people facing cancer through every step of their journey.
- 2 gift coupons for our tlc catalog that provides women battling cancer with a complimentary wig, bra or other personal care item - **\$100**
- 8 roundtrips for 1 patient via the Road to Recovery program - **\$312**
- Reach to Recovery visits to 5 women - **\$500**
- Cost of Look Good...Feel Better consultations for 4 women - **\$800**
- Hope Lodge expense for 1 patient for 1 day—**\$1,000**

### *Fighting Back—Advocacy*

- The majority of Americans are now covered by a smoke-free law, thanks in part to the efforts of the Society and our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN)
- We have helped uninsured, underinsured, and low-income women get breast and cervical cancer screening tests and follow-up treatment since 1991, and, along with ACS CAN, we have successfully fought for legislation protecting this care.
- 1 Community Fight Back Banner - **\$60**
- Sending 1 Relay For Life Volunteer to Washington, DC to tell their story - **\$760**
- Letting our government officials know what is important to their constituents - **Priceless!**

# Will You Join Us On The Track?

**Relay For Life of Bergen County Academies**  
[www.relayforlife.org/bcaNJ](http://www.relayforlife.org/bcaNJ)

**Relay For Life of Clifton**  
[www.relayforlife.org/cliftonNJ](http://www.relayforlife.org/cliftonNJ)

**Relay For Life of Fairleigh Dickinson University**  
[www.relayforlife.org/fduNJ](http://www.relayforlife.org/fduNJ)

**Relay For Life of FLOW**  
[www.relayforlife.org/flowNJ](http://www.relayforlife.org/flowNJ)

**Relay For Life of Garfield**  
[www.relayforlife.org/garfieldNJ](http://www.relayforlife.org/garfieldNJ)

**Relay For Life of Glen Rock**  
[www.relayforlife.org/glenrockNJ](http://www.relayforlife.org/glenrockNJ)

**Relay For Life of Hasbrouck Heights**  
[www.relayforlife.org/hasbrouckheightsNJ](http://www.relayforlife.org/hasbrouckheightsNJ)

**Relay For Life of Highlands**  
[www.relayforlife.org/highlandsNJ](http://www.relayforlife.org/highlandsNJ)

**Relay For Life of Paramus**  
[www.relayforlife.org/paramusNJ](http://www.relayforlife.org/paramusNJ)

**Relay For Life of Paramus Catholic**  
[www.relayforlife.org/paramuscatholicNJ](http://www.relayforlife.org/paramuscatholicNJ)

**Relay For Life of Pascack Valley**  
[www.relayforlife.org/pascackvalleyNJ](http://www.relayforlife.org/pascackvalleyNJ)

**Relay For Life of Paterson**  
[www.relayforlife.org/patersonNJ](http://www.relayforlife.org/patersonNJ)

**Relay For Life of Ramapo College**  
[www.relayforlife.org/ramapocollegeNJ](http://www.relayforlife.org/ramapocollegeNJ)

**Relay For Life of Ramsey**  
[www.relayforlife.org/ramseyNJ](http://www.relayforlife.org/ramseyNJ)

**Relay For Life of Ridgefield Park**  
[www.relayforlife.org/ridgefieldparkNJ](http://www.relayforlife.org/ridgefieldparkNJ)

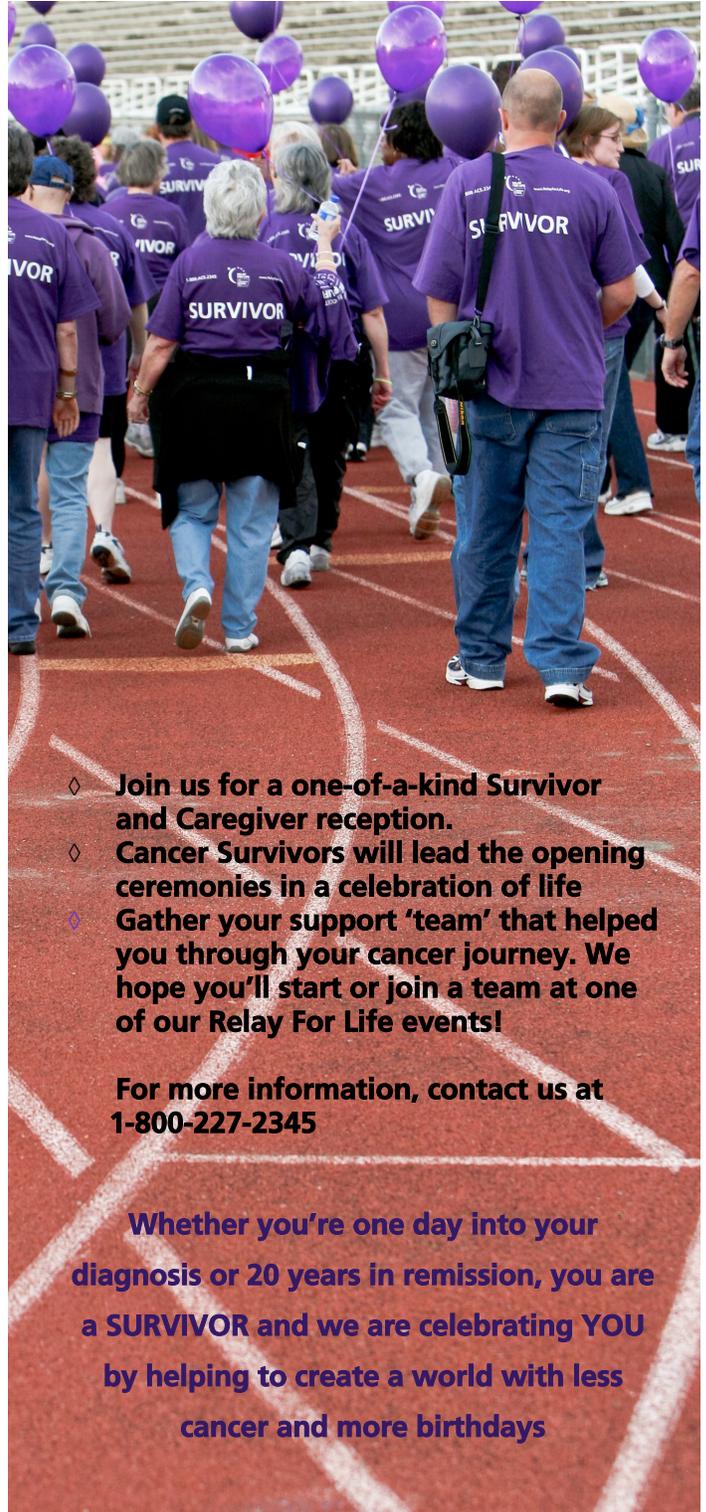
**Relay For Life of Rutherford**  
[www.relayforlife.org/rutherfordNJ](http://www.relayforlife.org/rutherfordNJ)

**Relay For Life of Wayne**  
[www.relayforlife.org/wayneNJ](http://www.relayforlife.org/wayneNJ)

**Relay For Life of William Paterson University**  
[www.relayforlife.org/wpuNJ](http://www.relayforlife.org/wpuNJ)

To find a Relay For Life event near you, visit

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



- ◇ Join us for a one-of-a-kind Survivor and Caregiver reception.
- ◇ Cancer Survivors will lead the opening ceremonies in a celebration of life
- ◇ Gather your support 'team' that helped you through your cancer journey. We hope you'll start or join a team at one of our Relay For Life events!

For more information, contact us at  
**1-800-227-2345**

Whether you're one day into your diagnosis or 20 years in remission, you are a SURVIVOR and we are celebrating YOU by helping to create a world with less cancer and more birthdays