



# Relay For Life of Greater Gardner



## Team Captain Information Booklet

Updated January 2015



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## **Relay For Life of the Greater Gardner Area**

[www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma)

June 12 and 13, 2015

Mt. Wachusett Community College

**Relay Theme: “Once Upon a Cure”**

Dear Relayer,

Thank you for taking on the role of Team Captain for the Relay For Life of the Greater Gardner Area. We welcome back any returning Team Captains, and to our new Team Captains, glad you are joining our great community of thousands of people striving to make a difference in the fight against cancer across the nation and around the world.

This amazing event would not be possible without your help. All of the funds we raise as a community will go to the amazing services provided by the American Cancer Society such as Hope Lodge, the ACS Hotline (1.800.227.2345), the cancer research that we have benefited from in our lifetimes and will continue to see improvement and more! Thank you for joining us.

We hope this Team Captains’ Information Manual contains the answers to your questions and it helps you and your team members have a successful and enjoyable experience.

We value your feedback and as you may see, are evolving as a result. Please continue to share with us so we can continue to improve your Relay experience, this resource and our ultimate goal: to end cancer.

Printed copies of this booklet are available at the Team Meetings, Relay Fairs and at Team Captain Training. You can also find a copy on the website. As we get closer to Relay, there will be information distributed at Team Meetings that you can add to this booklet. We ask that you or a representative from your team attend every Team Meeting and/or Relay Fair so that your team will be kept well-informed of Relay happenings. You will also be emailed updates and we ask that you share pertinent information with all your team members so they can be kept informed. It will make your job easier. Thank you for all your hard work. You are the spark that lights the candle of hope for all of us.

Sincerely,

You Relay For Life of the Greater Gardner Area Leadership Team

[www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma)

Friend us on Facebook to stay up-to-date: Relay For Life – Greater Gardner Area

Questions or need to advertise a fundraiser? Email [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com)

## **WHAT IS RELAY?**

### **Philosophy - Why We Relay?**

*The American Cancer Society Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported, and that one day cancer will be eliminated.*

### **What is the American Cancer Society Relay For Life?**

Relay For Life is the American Cancer Society's signature activity. It offers everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out and take turns walking around a track or path. Our Relay is an overnight event, 24 hours in length. To participate, form a team, or dedicate a luminaria, go to our Relay For Life of the Greater Gardner website at [www.relayforlife.org/gtrgarderma](http://www.relayforlife.org/gtrgarderma) and follow the instructions.

### **Why Relay?**

One in three people will be diagnosed with cancer during their lifetime. The money we raise at Relay saves lives by funding cutting-edge cancer research, early detection and prevention education, advocacy efforts, and life-affirming patient services. It is because of your involvement that we are able to save lives, help those battling cancer, and empower all to fight back against the disease. Relay allows all individuals an opportunity to celebrate the lives of those who have survived cancer and to remember those who have been lost to the disease. For the newly diagnosed, Relay is a healing experience that offers a chance to meet others who have claimed victory over cancer. For the caregivers who give their time, love, and support to their friends and family who face cancer, it provides hope and understanding. Go to our Relay website at [www.relayforlife.org/gtrgarderma](http://www.relayforlife.org/gtrgarderma) and join our Survivor Celebration at Relay and participate in this life-changing event!

### **History of Relay – “Celebrating Hope” in loving memory of Dr. Gordy Klatt**

One person can make a difference. Nowhere is that more evident than with the story of the American Cancer Society Relay For Life, which began in Tacoma, Washington.

In 1985, Dr. Gordy Klatt, a Tacoma colorectal surgeon, wanted to enhance the income of his local American Cancer Society office and to show support for all of his patients who had battled cancer. He decided to personally raise money for the fight by doing something he enjoyed - running marathons.

In May 1985, Dr. Klatt spent a grueling 24 hours circling the track at Baker Stadium at the University of Puget Sound in Tacoma. He ran for more than 83 miles. That first year, nearly 300 of Dr. Klatt's friends, family, and patients watched as he ran and walked the course. Throughout the night, friends donated \$25 to run or walk with Dr. Klatt for 30 minutes. His efforts raised \$27,000 to fight cancer.

While circling the track those 24 hours, Dr. Klatt thought about how others could take part in his mission to fight cancer and envisioned a 24-hour team relay event that could raise more money to fight cancer. Over the next few months, he pulled together a small committee to plan the first team relay event known as the City of Destiny Classic 24-Hour Run Against Cancer. In 1986, with the help of Pat Flynn – now known as the “Mother of Relay” – 19 teams took part in the first team relay event on the track at the colorful, historical Stadium Bowl and raised \$33,000. An indescribable spirit prevailed at the track and in the tents that dotted the infield.

### **Relay is...**

**A Presence in Communities** ... Relay For Life is the American Cancer Society's signature activity. It is a unique activity that offers an opportunity to participate in the fight against cancer. It is about a community that takes up the fight. Relay teams of all sizes camp out overnight at MWCC and take turns walking around the track for 24 hours. Relay For Life is an event that anyone can participate in.

**A Celebration of Cancer Survivorship** ... Relay is a moving celebration of cancer survivorship. The event usually begins with a survivor lap in which cancer survivors take a victory lap around the track. A candlelight ceremony is held later in the evening to honor cancer survivors and remember those who lost the battle against this disease.

**A Community Event** ... Relay For Life is a community event. We see ourselves, the Greater Gardner area, as one community and invite everyone to participate.

**A Community Owned / Volunteer Driven Activity** ... As a community event, Relay fulfills a need for belonging that we all have and it creates a sense of community by bringing people together in a moving and fun atmosphere, with sufficient time for cultivating relationships. The event is volunteer-driven, with Society staff coaching the volunteers. There is a true partnership between volunteers and staff.

**A Means of Unifying Communities** ... Cancer is indiscriminate and knows no boundaries. Our ability to communicate appropriately and utilize partners in our efforts will facilitate our growth in reaching diverse communities throughout the Greater Gardner area. Inclusion is imperative.

**A Venue for Mission Delivery** ... Relay is a venue for interactive education and provides an environment where relationships can be built with community-based organizations, businesses, service groups, and schools. In establishing these relationships, mission delivery staff and volunteers can bring Society messages to organizations on a year-round basis.

**A Way to Involve Youth in the Mission** ... Relay is the doorway for youth to get to know the Society. Youth are the future volunteer and staff leaders of the American Cancer Society. Their interest and passion are powerful. Youth across the country have shown they have the organizational skills, motivation, and leadership to be involved in Relay either as Team Captains, teams or by building high school and college Relays.

## **A Brief History of the Relay For Life of the Greater Gardner Area ...**

The Relay For Life of the Greater Gardner Area was started in 1994 by a small group of committed citizens who wanted to make a difference in the fight against cancer. In its first year, teams raised \$50,230. Over the past 22 years this event has grown in size from about 20 teams to over 165 teams with 2,500+ participants. These committed volunteers have raised more than \$12.6 million to support the American Cancer Society. The Relay For Life of the Greater Gardner Area is the largest event in New England and it has been ranked the #1 Relay in New England since its very first year.

In 2010, this event had more survivors participate in its opening lap than any other event in New England – over 880 strong – and received the “Pack the Track Award!”

In 2014, the Relay For Life of the Greater Gardner Area was ranked 14th in fundraising out of over 5,300 Relays around the world! Incredible ... and it's all because of you and your commitment to Relay!

## **WHAT YOU NEED TO KNOW ABOUT RELAY**

**Signing up for Relay – REGISTRATION IS FREE THIS YEAR!** Online registration is encouraged due to the expense of printing Scannable Registration forms; however, if you want to sign up offline using a Scannable Registration form, you can get a copy of the form and instructions at the Registration Table at the Team Meetings. You **CANNOT** register using photo copies of the Scannable Registration forms.

For **ONLINE** registration, visit [relayforlife.org/gtrgardnerma](http://relayforlife.org/gtrgardnerma). Ask family members and friends to join your team. Encourage online registration and assist your team members in signing up. We are encouraging every participant to raise at least \$100.00 this coming year, this can be done individually or as a team. For example, a team of 8 can raise \$800.00 through team fundraisers and allocate \$100.00 to each team member.

**NOTE:** Survivors have the option of joining a team (during the registration process you will be asked questions about your survivorship – this automatically registers you for the Survivor Reception and Lap) or walking the Survivors' Lap.

**How to manage your team ...** Delegate responsibilities by asking a team member to become a co-captain with you so you are not overwhelmed with your duties as the Team Captain. Also, ask different team members to help by collecting registration forms coordinating group fundraisers or decorating your campsite, etc. Remember, you are a team!

**Communicating with your team ...** Give each team member their Participant Donation Form and Luminaria Form as well as any other information they need for fundraising. Try to schedule a couple of meetings for your team to give information, encouragement, discuss schedule of events, campsite setup, breakdown, etc., Make schedules of people for setup, decorating, filling luminaria bags, placing the luminaria around the track, collecting donations, food, walk times and refreshments. Encourage members to spend some time to fully experience the event and have your walkers arrive at least 15-30 minutes before their walk time.

**Facebook ...** Our Relay For Life – Greater Gardner Area Facebook page posts information daily about our Relay and team fundraisers. “Like” our page, share it with your team members, family members and friends to join us to see all postings and be informed!

**Survivor Information ...** The American Cancer Society has chosen to adopt the broadest definition for a cancer survivor: *“You are a Survivor from the initial time of your diagnosis and through the balance of life.”* A major focus of Relay For Life is to celebrate Survivors. One way we do this is by inviting Survivors to register to walk the opening lap of the Relay, the “Lap of Hope”.

Prior to the opening of the event, all Survivors can participate in a Survivor Reception which includes light refreshments and entertainment, and the opportunity to meet hundreds of other Survivors and share stories. We encourage you to invite all the Survivors in your life to sign up to attend this event.

**Caregivers' Information...** American Cancer Society defines a caregiver as a family member, friend, loved one or other support person who lends physical, emotional, or other support to someone at any time during the cancer journey. The role of the caregiver continues even for those who have lost a loved one to cancer. Caregivers are also recognized at Relay For Life and are acknowledged in various ways. More information will be provided at Team Meetings. Please join us for the Caregiver Activities on Saturday, June 13<sup>th</sup> at 10am.

## **Where do I send donations or registration forms?**

Donations and registrations may be turned in at any Relay Team Meeting or Relay Fair. You can also mail them to the American Cancer Society, Attn: Gardner Relay, 59 Bobala Rd. Holyoke, MA 01040. Upon receipt of completed form, a Survivor will automatically be registered for the Survivor Celebration and Survivor Lap and will receive a FREE T-shirt and gift during the Survivor Celebration.

## **Team Meetings & Relay Fairs**

Team Meetings which will be very similar to our regular team captain meetings but everyone is invited to join, not just team captains, and Relay Fairs.

Relay Fairs will be set up like a health fair. There will be stations for you to visit, collect information and ask questions. Come any time during the two hours, pick up what you need and have the opportunity to talk 1:1 with leadership team members and other Relayers.

*All meetings will be held at a new location:*

*Montachusett Regional Vocational Technical School*

**Monty Tech  
Dukakis Auditorium  
1050 Westminster Street  
Fitchburg, MA**

### **Relay Fairs:**

**March 4<sup>th</sup> 6:00-8:00pm (Snow Date March 5<sup>th</sup>)**

**New Team Captain meeting at 6pm**

**April 22<sup>nd</sup> 6:00-8:00pm**

**New Team Captain meeting at 6pm**

### **Team Meetings:**

**March 25<sup>th</sup> 6:30pm**

**New Team Captain meetings will begin at 5:30pm**

**May 20<sup>th</sup> 6:30pm**

**New Team Captain meetings will begin at 5:30pm**

Please check our Facebook page, website or call 413.493.2152 for possible snow cancellations - Please do not call school.

**Donations...** Online credit card donations made to a Team or Team Member require no action; however, cash or check donations should be turned in at Team Meetings, at Relay, or mail to American Cancer Society.

**Fundraising...** There are many different fundraisers that a team can organize to raise money but try to think of new ideas to make fundraising more exciting for your team members and everyone who participates in your fundraiser. Encourage your team members, congratulate them for their efforts, and tell them about our incentive programs. For more information about Fundraising, go to the home page of the website at [www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma).

Below are some fundraising ideas that have raised lots of money for Relay. You can also ask your team's Relay Ambassador, Leadership Team Members or veteran Team Captains for more ideas. Ideas: Sun and Moon Donation Cards, Car Washes, Craft Fairs/Flea Markets, Dress Down Days at Work, Dances/Music Festivals, Game/Family Nights Yard, Bake and/or Book Sales, Raffles/Auctions, Spaghetti Dinners, etc.

**Advertise your Team Fundraisers ...** Email your team fundraiser details to [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com) and it will be posted to the website and our Relay Facebook page "Relay For Life – Greater Gardner Area" (go to Facebook.com and like our page). Take advantage of this great opportunity to advertise!

Also, send all your team fundraiser details to [communitycalendar@wgaw1340.com](mailto:communitycalendar@wgaw1340.com) so it can be promoted on WGAW1340 radio station which is broadcast to many local communities.

#### **Other ways to Fundraise...**

**Use your Personal Relay Dashboard ...** Fundraising is also done by emailing family and friends for donations through your personal webpage or by asking on Facebook. Go to "My Relay" and scroll down to "My Fundraising Tools".

**Matching Gifts – Double Your Donation ...** Go to [www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma), click on "Get Involved" on the top navigation bar, click on "Donate", scroll down the page to "Matching Gifts" and click on the highlighted link. If you have any questions, contact our ACS Staff Partner, Alison, at [Alison.Baldree@cancer.org](mailto:Alison.Baldree@cancer.org). **Keep any Matching Gift donations in a separate envelope and highlight "Matching Gift".**

**Fundraising at Relay ...** Many teams continue their fundraising efforts at Relay by selling items and/or raffle tickets – 50/50 raffles, sports ticket raffles, theme baskets, etc. Before our Relay, the Team Captains will be asked for information about any team fundraisers planned at Relay. These fundraisers will be added to a list of fundraisers at Relay and distributed to all participants along with your campsite # so you can easily be located.

**Day of Drawing/Chair-ity Silent Auction at Relay...** Relay requests that each team donate a "theme basket" to Day of Drawing and also ask each team to consider decorating a chair for the Chair-ity Silent Auction. Any money raised will go back to the team that made the donation. For more information, contact [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com).

**Incentive programs for Fundraising...** Relay offers incentive programs for team and individual fundraising. To view information about each program, go to our website at [relayforlife.org/gtrgardnerma](http://relayforlife.org/gtrgardnerma) and click on "Learn About Relay" and "Relay Awards".

**PURL...** This stands for "Personalized url." Team Captains can now order Relay supplies online and will receive their own PURL when they receive their Team Captain packet in the mail after registering. If you cannot locate your Personal URL to order materials for your team, please call 800.227.2345, option #2 to request a reminder of your PURL. There is no link to order those materials on your Relay dashboard.

**Luminaria ...** As the sun sets over campsites and darkness falls, the night is brightened by the glow of illuminated bags called Luminaria, each bearing the name of someone who has battled cancer. Some celebrate cancer survivors, while others help us honor and remember those gone too soon. All represent someone special who has been profoundly affected by cancer and the family and friends who continue to fight back in their honor. Luminaria Instructions and Luminaria Forms can be downloaded from the website. Luminaria bags are given out at Team Meetings, Relay Fairs and at Relay. As the Team Captain, you can determine how to manage the Luminaria. Suggestions include the following:

- Give the bags to your team members prior to the Relay and ask them to decorate them and return them to the field when they come to the event.

- Give the Luminaria Forms (see RELAY FORMS– “Luminaria Form”) to team members and ask them to return the forms to you (or a designated team member). These completed forms can then be stapled to the Luminaria bag. It is the responsibility of the Team Captain to make sure that all the luminaria bags are placed around the track the day of the event. It is suggested that you recruit a team of people to help with this task. *Luminaria Forms and bags should not be placed in the donor envelopes.*

For more information, go to the home page website at [www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma).



**Help us illuminate HOPE  
by dedicating a Luminaria.**

Remember a friend or loved one lost to cancer and support those battling the disease by dedicating a Luminaria bag at the Relay For Life of Greater Gardner.

- New for 2015: We will have three different Luminaria bag options for you to honor your loved ones in a new, unique way. Please see below.
- The Relay for Life of Greater Gardner is grateful for the community's support. Please bring a canned good to place in your Luminaria bag. This will replace the sand we have used in the past. After the event these goods will be delivered to our local community food banks.

	<b>Gold</b> <b>\$15</b>		<b>Purple</b> <b>\$10</b>		<b>Traditional</b> <b>\$5</b>
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**How to Turn in Money...** Money raised by team fundraisers and/or offline donations (which includes all donations not made by credit card on the website) can be turned in one of the three ways listed

below. Be sure NOT to include any other forms, i.e., Luminaria, Scannable Registration, and/or Matching Gift forms, etc., in the donation envelopes. Also, make certain that the donations listed on the Relay envelope match the donations in the envelope.

**At Team Meetings** ... Team fundraising money and offline donations (cash and checks) can be turned in at Team Meetings. It must be enclosed in an envelope with the Team Name, Relay Location, the Team Captains' Name, and the Team Member who received the donation; otherwise it will be entered as a general donation to the Gardner Relay.

**Money – Turned in at Relay Drop-Off Area** ... Team Captains should collect all donation envelopes from Team Members a few days before Relay, if possible. Make sure the envelope includes the Team Name, Relay Location, the Team Captains' Name and the Team Member who received the donation; otherwise it will be entered as a general donation to the Gardner Relay. Relay Hours for Team Envelope Drop Off – Friday Noon to 5:30 PM (closed for Opening Ceremony) and 6:30 PM to 8:30 PM (closed for Luminaria Ceremony) and Saturday 9:00 AM to 4:00 PM.

**Money – Turned in by Mail** ... Team fundraising money and offline donations can be mailed (do not mail CASH) to American Cancer Society, Attn: Gardner Relay, 59 Bobala Rd, Holyoke, MA 01040. Write out a check (if you can) made payable to American Cancer Society for any cash donations or put on your credit card.

**Bank Night** is at every Team Meeting with the final one in August. Team Captains will be informed of final Bank Night details via email and Facebook. Any money received after Relay can be brought to the August Bank Night. Donations must be enclosed in an envelope with the Team Name, Relay Location, the Team Captains' Name, and the Team Member who received the donation; otherwise it will be entered as a general donation to the Gardner Relay. If you cannot attend the final Bank Night, contact your Relay Leadership team t [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com) before bank night so arrangements can be made to get the donations.

**At Relay...** Team Captains should check in upon arrival at Relay to pick up an important Team Captain packet. Relay Programs (which include the schedule of events, theme hours, list of teams and campsites, etc.) are available for pick-up at the Relay Registration table.

**T-Shirt Information** ... Fundraising for Relay begins with each participant making a commitment to join a team and raise \$100.00 or more. This can be done individually or as a team. For example, a team of 8 can raise \$800.00 through team fundraisers and the Team Captain can allocate the money evenly among their team members. When the money is handed in, the Team Captain must denote which team member will receive what amount of team fundraising money so it can be allocated properly. Once the participant donations are mailed into the American Cancer Society Office or handed in and the \$100.00, HOPE Club level has been reached, a commemorative T-shirt is awarded to the participant to wear at Relay. Once a Team member raises \$100.00, their T-shirts will be available for pickup at the next Team Meeting.



# Become a Hope Club member today.

**Hope Club members raise \$100 and receive a 2015 commemorative event T-shirt!**

The American Cancer Society Relay For Life movement is the world's largest and most impactful fundraising event to end cancer. It unites communities across the globe to celebrate people who have battled cancer, remember loved ones lost, and take action to finish the fight.

The dollars you raise help the American Cancer Society save more lives from cancer. When you raise \$100, you'll receive the 2015 Commemorative Relay For Life T-shirt. Wear it as a badge of honor to show others in your community that you are committed to helping to finish the fight against cancer!

1.800.227.2345 | [relayforlife.org](http://relayforlife.org)

**Logistical Information...** For information about campsites, setup the day of Relay, parking, security, first aid, etc., see RELAY FORMS– “Logistics Handout”. See *Campsite Map at the end of this booklet.*

**Getting a Campsite ...** If you are a returning team, you secured your campsite when you signed up your team and turned in your completed Standards of Conduct form (available at the Team Meetings). Teams keep the same campsite from year to year; however, if you wish to change your campsite, you will be given the opportunity at the May Team Meeting. If you are a new team, at the last Team Meeting you will be placed in a lottery along with other new teams to secure a campsite. More information about the campsite lottery will be given out at the May Team Meeting. All new teams must sign up and turn in the Standards of Conduct form in order to receive their campsite at the May Team Meeting.

**Youth Participation Agreement Form/Chaperone Agreement ...** Both of these forms must be completed and returned before Relay for anyone under the age of 18 years old and a chaperone over the age of 25 for every 5 youth team members is required (see RELAY FORMS page 21 – “Youth Participation Agreement” and “Chaperone Agreement”).

### **2015 Relay Leadership Team**

Thank you to our 2015 Relay Leadership Volunteers!

Aaron J. Hebert	Lauren B. Edgerly	Ron P. Parent
Alice M. Leblanc	Lisa Philbrick	Ronald D. Lewis
Amy M. Wells	Louise M. Bray	Sandra J. Bowers
Anna Sarcinelli	Mary M. Hasselmann	Sandy L. Long
Cheryl A. Bosse	Melanie A. Pouliot	Sharon A. Mirovich
Dixie L. Gelinis	Michael P. Campbell	Stanley F. Hasselmann
Donna M. Gallant	Mickey Nussey	Stephanie Philbrick
Ernest A. Bettez	Pat Lewis	Steve Wendell
Estelle Boucher	Paul DeMeo	Tammi M. Lloyd
Francis A. d'Entremont	Paula K. d'Entremont	Tammy C. Dwelly
Kristen A. Lloyd	Rachael A. Frechette	Vicki L. Baker
Larry Wells	Randy R. Pouliot	Vicki L. Heinly
		Victor Gallant

All are welcome to join leadership team meetings. They are held on the 2nd Monday of each month at the Gardner American Legion, 22 Elm St., Gardner, MA. Meetings start at 6:30 PM (except the May meeting starts at 6:00 PM). If you are interested in becoming a Leadership Volunteer, contact your Relay Leadership at [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com). (Not all leadership positions require that you be present at these meetings.)

If you have any questions or need to contact any of your Relay Leadership members, email [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com) and you will be directed directly to them.

The following Relay forms can be downloaded from the website. Go to the website front page at [www.relayforlife.org/gtrgardnerma](http://www.relayforlife.org/gtrgardnerma), scroll down the page and click on “Event Details and Forms” and then click on “Local Event Information and Forms”. Any additional forms added during the Relay Season will be available on the website. In an effort to save on printing costs, we encourage Team Captains to print from the website any forms or information sheets you and/or your team members require.

- Chaperone Agreement (to be completed with Youth Participation Agreement)
- Logistics Handout
- Luminaria Handout
- Luminaria Order Form
- SignUp, SetUp, Start Fundraising
- 2015 Relay Schedule
- 2015 Theme Hours
- Team Captain Guide Team Captain Information Booklet
- Youth Participation Agreement (to be completed with Chaperone Agreement)
- What do your dollars do?
- Standards of Conduct Agreement (Information purposes only – sign original form at TC Meetings)

**Local Business Sponsorships...** If your team is supported by a local business or if you would like to ask businesses to sponsor your team please call our ACS Staff Partner, Alison, at 413.493.2152 or email her at [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com) and she will send you a sponsorship packet. If you secure a sponsorship please mail it to American Cancer Society, Attn: Gardner Relay, 59 Bobala Rd. Holyoke, MA 01040. *See Sponsorship Benefits at a glance at the end of this booklet.*

Businesses and individuals will only receive recognition if the paperwork and money is turned in by the deadline set for each program. So carefully read the information provided on the forms.

**Partnership Opportunities...** Local businesses are recognized depending on the amount of their donation. For copies of the Sponsorship Opportunities forms on letterhead, see our ACS Staff Partner, Alison, at the Team Meetings or send an email to Alison at [GreaterGardnerRelay@gmail.com](mailto:GreaterGardnerRelay@gmail.com).

*Thank you for joining us...together we will finish the fight!*



## RELAY FOR LIFE® 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 (Industry Exclusive)	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
Opportunity to have a Relay For Life kickoff at your company office to engage employees in the fight against 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)	★					
Your personal American Cancer Society employee wellness coach	★	★				
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 4-foot ribbon sign displayed at your Relay For Life event	★	★	★			

SPONSOR BENEFIT	PRESENTING (Industry Exclusive)	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
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 co-branded track signs to be displayed for duration of event						★



