How Your Support Helps the American Cancer Society and Your Community

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

Stay Well

Now more than ever, we know that nearly half of all cancer deaths can be prevented through healthier lifestyle choices. Your dollars help us educate the public about risk factors and how to prevent cancer through a variety of awareness and education campaigns and programs such as:

- Active for Life
- Choose You™
- School Health Education
- Healthy Nutrition Guidelines
- Information services: 1-800-227-2345 and cancer.org
- Tobacco and cancer
  - ›› Advocacy and legislative efforts to pass clean indoor air laws
  - ›› Smoking cessation

Get Well

When diagnosed with cancer, the most empowering tool that may be used to fight back and provide a patient with hope is information. In fact, information about treatment options is the most requested need from the Society through our website and National Cancer Information Center at 1-800-227-2345.

The American Cancer Society has a proud history of being the place to turn for cancer patients, caregivers, and families seeking support during a time of need. Some of the Society's specific community-based support programs include:

- Reach to Recovery®
- Cancer Survivors Network
- Road to Recovery®
- Hope Lodge®
- Youth Camps
- Information services: 1-800-227-2345 and cancer.org

Cancer Resource Network (CRN) is a multi-layered approach to assist cancer patients with the navigation of their cancer journey, including information about treatment options. In addition, our comprehensive resource database offers referrals to services not only provided by the ACS but other organizations within the community.

Find Cures

The American Cancer Society is the largest source of private, nonprofit cancer research funds in the United States. The Society awards approximately $150 million in new research grants annually through its disciplined peer review process – a process so successful that 44 ACS grantees have gone on to achieve science's highest honor, the Nobel Prize. In total, more than $3.5 billion has been invested in research since 1946. In the Great Lakes Division, approximately $20-$25 million in grants are funded annually at research facilities such as Indiana University, Michigan State University, Notre Dame, Purdue University, University of Michigan, Van Andel Institute, and Wayne State University/Karmanos Cancer Institute.

Fight Back

The American Cancer Society seeks to raise funds in a variety of ways every year in support of its lifesaving mission. While there are many fundraisers held each year, two of the most recognizable special events are Relay For Life® and Making Strides Against Breast Cancer®. As a community-based organization, the Society has a presence in approximately 5,000 communities nationwide – communities just like yours. Our presence is evidenced by numerous volunteer driven fundraising events which also serve as a means of mission delivery and helping a community access the organization's many offerings.

American Cancer Society®

THE OFFICIAL SPONSOR OF BIRTHDAYS.®

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Relay For Life is the signature event of the American Cancer Society. Support your community in this overnight team event, filled with exercise, entertainment, and inspiration.

Sponsorship Opportunities

Celebrate. Remember. Fight Back.®

RELAY FOR LIFE
American Cancer Society

Relay For Life of Ouachita Parish 2016

AMERICAN CANCER SOCIETY
RELAY FOR LIFE

"Relay For Life offers local communities a way to **celebrate** cancer survivorship, **remember** loved ones lost, and **fight back** against a disease that takes so much from so many."
- Anonymous

What is Relay?

Relay For Life is the American Cancer Society's signature activity. It is a fun and unique way for people to raise money for the battle against cancer, helping to save lives and create more birthdays right in their own communities! Teams of 10 to 15 people camp out at a local high school or park and take turns walking around a track. Relays are overnight events with the perfect combination of exercise, entertainment, and inspiration.

Why Relay?

- to honor the cancer survivors in our midst
- to remember those who have lost their battle
- to be inspired by friends, new and old
- to connect with our communities
- to support those facing the disease
- to do our part in the fight against cancer

For more information,
visit **RelayForLife.org**
or call **1-800-227-2345**

Sponsorship Opportunities		Presenting Sponsor $10,000	Platinum Sponsor $7,500	Gold Sponsor $5,000	Silver Sponsor $2,500	Bronze Sponsor $1,000	Signature Sponsor $500
Brand Recognition, Rights and Benefits	**Deadline**						
One Table at Night of Hope event on October 8, 2015	Sept 30, 2015	Yes	Yes	Yes	Yes	Yes	
Company logo on event participant shirt	March 1, 2016	Yes	Yes, under presenting sponsors	Yes, under platinum sponsors	Yes, under gold sponsors	Name only, under silver sponsors	
Company logo on event survivor shirts	March 1, 2016	Yes	Yes, under presenting sponsors	Yes, under platinum sponsors	Yes, under gold sponsors	Name only, under silver sponsors	
Recognition on all printed material, Additional recognition on local event's Facebook page and event webpage	March 1, 2016	Yes	Yes, under presenting sponsors	Yes, under platinum sponsors	Yes, under gold sponsors	Yes, under silver sponsors	Yes, under bronze sponsors
Sponsorship recognition on co-branded track signs displayed at Relay event	April 1, 2016	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to connect with the community at the Relay For Life event, kick-off, meetings, and other gatherings, including participation on the event leadership team	Sept 30, 2015	Yes, includes speaking opportunities	Yes, includes speaking opportunity	Yes, includes speaking opportunity	Yes	Yes	Yes
Promotional space at Relay For Life to provide giveaways	April 1, 2016	Yes	Yes	Yes	Yes	Yes	
Opportunity to display company provided banners	April 1, 2016	3	2	2	1	1	
Right to promote sponsorship in company materials	April 1, 2016	Yes	Yes	Yes	Yes	Yes	Yes
Verbal Recognition at Relay For Life opening ceremony and throughout the event	April 1, 2016	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to have a Relay For Life kick-off at your company office to engage employees in the fight against cancer	March 1, 2016	Yes					
Your personal American Cancer Society employee wellness coach and free American Cancer Society Content subscription for timely cancer-related information	March 1, 2016	Yes	Yes	Subscription only	Subscription only	Subscription only	
Relay For Life recognition gift	April 1, 2016	Yes	Yes	Yes	Yes	Yes	Yes

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