



# RELAY FOR LIFE®

SPONSORSHIP OPPORTUNITIES



STAY WELL | GET WELL | FIND CURES | FIGHT BACK | [CANCER.ORG](http://CANCER.ORG) | 1.800.227.2345

# THE AMERICAN CANCER SOCIETY RELAY FOR LIFE **MOVEMENT**

is the world's largest fundraising event to end cancer, uniting campus communities across the globe to fight back against this disease. Teams camp out on campus and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times, while entertainment, music, and fun activities keep things lively. Symbolizing the battle waged around the clock by those facing cancer, the event lasts up to 24 hours and empowers campus communities and individuals to take a stand.

## 2014 FACTS AND FIGURES AT A GLANCE

4 MILLION  
PARTICIPANTS  
WORLDWIDE

MORE THAN  
6,000 EVENTS  
ACROSS THE WORLD,  
REPRESENTING  
24 COUNTRIES  
INCLUDING THE US

RAISING  
\$400 MILLION  
WORLDWIDE

**\$19.6 MILLION**  
**AT 487**  
**COLLEGE**  
**CAMPUSES**

**148 HIGH**  
**SCHOOL EVENTS**  
**RAISED**  
**\$6.8 MILLION**

1,200  
ELEMENTARY  
AND MIDDLE  
SCHOOL EVENTS  
RAISED  
\$2.2 MILLION

## BECOME A RELAY FOR LIFE SPONSOR

- ★ By becoming a Relay For Life sponsor, you help find cures for cancer and reduce the burden of the disease on our community. More than 1.6 million people are expected to be newly diagnosed with cancer and more than 500,000 are expected to die this year alone.
- ★ You provide a quality team building experience and a medium for volunteerism and philanthropy. Through your support as a dedicated partner in the fight to end cancer, the community will see your company's commitment to the well-being of your customers and your employees.
- ★ Your company benefits from the competitive advantage the association with the American Cancer Society brings, generating a more positive corporate image, improved customer loyalty and engagement, and increased sales potential. The Society continues to be a leading, trusted source for cancer information, with 96 percent aided brand awareness among consumers.\*

\*American Cancer Society Market Research: 2013 Brand Tracker

# YOUR SPONSORSHIP HELPS SAVE LIVES.

Through your **SPONSORSHIP**, you are making the greatest impact in the fight against cancer. The American Cancer Society fights for every life threatened by every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised. Here's how the Society puts your dollars to work:



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**YOUR SPONSORSHIP CAN HELP US FIND CANCER'S CAUSES AND CURES THROUGH GROUNDBREAKING RESEARCH.** As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. In 2015, we marked a 22 percent decline in the cancer death rates since 1991. We fill a unique need with our research, funding young investigators who have trouble getting funded for new ideas. Our track record of funding Nobel Prize winners early in their careers demonstrates our ability to identify the best and brightest ideas.



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**YOUR SPONSORSHIP HELPS DISCOVER NEW WAYS TO PREVENT CANCER OR FIND IT AT ITS EARLIEST, MOST TREATABLE STAGE AND HELPS PEOPLE TAKE STEPS TO STAY HEALTHY.** A substantial proportion of cancers could be prevented if people did what we know works: avoid tobacco, maintain a healthy weight through diet and exercise, and get recommended cancer screenings. We spread the word in communities across the country and fight for local, state, and federal policies that help keep everyone healthy.



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**YOUR SPONSORSHIP ALLOWS US TO DO THE MOST TO HELP PEOPLE WITH CANCER TODAY.** We're here 24 hours a day, seven days a week to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options, and free services like transportation to and from cancer treatment or a free place to stay while receiving treatment away from home.



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**YOUR SPONSORSHIP HELPS FIGHT CANCER AS MUCH THROUGH PUBLIC POLICY AS IN THE LABORATORY.** Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network<sup>SM</sup> (ACS CAN), we work with lawmakers everywhere to make this world a healthier place to live and we rally communities around the globe to join our fight.



## WE NEED YOUR HELP.

We are the generation who has the chance to see a cure for cancer in our lifetime. There's no doubt about it: we've come a long way in the fight against cancer. Still, there is so much more that can be done to protect this and future generations from cancer. Through your sponsorship, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.



## PRESENTING SPONSOR

\$5,000

### RIGHTS AND BENEFITS

- Speaking opportunity at your local Relay For Life event, during your choice of Opening or Closing ceremony
- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials, indicating "presenting sponsor"
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
  - A giant 4-foot ribbon sign displayed at your Relay For Life event
- Recognition in Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- Four Society-approved promotional announcements during local Relay For Life event
- Acknowledgment in our event program

### BONUS BENEFITS

Please choose **four** of the following bonus benefits that most interest you and your mission.

- Opportunity to display two banners at the event (must be provided by the sponsor and approved by the Society and campus and be no larger than 4 x 6 feet) **OR** your company logo featured twice on scrolling digital display that will run the duration of the event (depending on event capabilities)
- Sponsor logo on three co-branded track signs to be displayed for duration of event
- Ten social media posts acknowledging your Relay For Life Sponsorship on our local Relay For Life event account, including retweets or shares of your company posts (Facebook, Instagram or Twitter)
- Company logo featured on all participant thank you emails (sent after the event)
- Being named a sponsor of one main entertainment event at Relay (chosen by company, approved by event staff)
- Full page ad in our event program



\* All benefits are subject to availability based on Campus rules and regulations.

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Opportunity to have a Relay For Life kickoff at your company office to engage employees in the fight against cancer
- Access to Society workplace wellness programs for your organization
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event



## PLATINUM SPONSOR

\$2,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
  - A giant 4-foot ribbon sign displayed at your Relay For Life event
- Recognition in Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- Three Society-approved promotional announcements during local Relay For Life event
- Acknowledgment in our event program

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Access to Society workplace wellness programs for your organization
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event

### BONUS BENEFITS

Please choose **three** of the following bonus benefits that most interest you and your mission.

- Opportunity to display two banners at the event (must be provided by the sponsor and approved by the Society and campus and be no larger than 4 x 6 feet) **OR** your company logo featured twice on scrolling digital display that will run the duration of the event (depending on event capabilities)
- Sponsor logo on two co-branded track signs to be displayed for duration of event
- Five social media posts acknowledging your Relay For Life Sponsorship on our local Relay For Life event account (Facebook, Instagram or Twitter)
- Our local Relay For Life social media account will share/retweet three posts from your company page (Society & campus approved)
  - Being named a sponsor of one main entertainment event at Relay (chosen by company, approved by event staff)
  - 1/2 page ad in our event program



\* All benefits are subject to availability based on Campus rules and regulations.



## GOLD SPONSOR

\$1,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
  - A giant 4-foot ribbon sign displayed at your Relay For Life event
- Recognition in Society event news releases
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements during local Relay For Life event
- Acknowledgment in our event program

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event

### BONUS BENEFITS

Please choose **two** of the following bonus benefits that most interest you and your mission.

- Opportunity to display one banner at the event (must be provided by the sponsor and approved by the Society and campus and be no larger than 4 x 6 feet) **OR** your company logo featured once on scrolling digital display that will run the duration of the event (depending on event capabilities)
- Sponsor logo on two co-branded track signs to be displayed for duration of event
- Four social media posts acknowledging your Relay For Life Sponsorship on our local Relay For Life event account (Facebook, Instagram or Twitter)
- Our local Relay For Life social media account will share/retweet two posts from your company page (Society and campus approved)
- 1/4 page ad in our event program



\* All benefits are subject to availability based on Campus rules and regulations.



## SILVER SPONSOR

\$1,000

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
- General verbal recognition at your Relay For Life event
- Acknowledgment in our event program

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of recognition awarded post-event

### CHOOSE YOUR BONUS BENEFITS

Please choose **two** of the following bonus benefits that most interest you and your mission.

- One Society & University-approved promotional announcement during local Relay For Life event
- Opportunity to display one banner at the event (must be provided by the sponsor and approved by the Society and campus and be no larger than 4 x 6 feet) **OR** your company logo featured once on scrolling digital display that will run the duration of the event (depending on event capabilities)
- Sponsor logo on one co-branded track sign to be displayed for duration of event
- Two social media posts acknowledging your Relay For Life Sponsorship on our local Relay For Life event account (Facebook, Instagram or Twitter)
- Our local Relay For Life social media account will share/retweet one post from your company page (Society and campus approved)
- Business card ad in our event program



\* All benefits are subject to availability based on Campus rules and regulations.



## BRONZE SPONSOR

\$500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company name on the sponsors page of your local Relay For Life event website
- Company name on the event T-shirt for participants
- Acknowledgment in our event program

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of recognition awarded post-event

### CHOOSE YOUR BONUS BENEFITS

Please choose **two** of the following bonus benefits that most interest you and your mission.

- Opportunity to display one banner at the event (must be provided by the sponsor and approved by the Society and campus and be no larger than 4 x 6 feet) **OR** your company logo featured once on scrolling digital display that will run the duration of the event (depending on event capabilities)
- Sponsor logo on one co-branded track sign to be displayed for duration of event
- One social media post acknowledging your Relay For Life Sponsorship on our local Relay For Life event account (Facebook, Instagram or Twitter)
- Our local Relay For Life social media account will share/retweet one post from your company page (Society and campus approved)



\* All benefits are subject to availability based on Campus rules and regulations.



## SIGNATURE SPONSOR

\$250

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo on two co-branded track signs to be displayed for duration of event
- Company name on the sponsors page of your local Relay For Life event website
- Acknowledgment in our event program

### ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of appreciation awarded post-event



\* All benefits are subject to availability based on Campus rules and regulations.



WITH YOUR HELP,  
WE AREN'T JUST  
FIGHTING ONE  
TYPE OF CANCER –  
WE'RE FIGHTING  
FOR EVERY LIFE  
THREATENED BY  
EVERY CANCER IN  
EVERY COMMUNITY.



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Thanks to the generous donations from corporate supporters and individuals like you, **we save lives** by helping people stay well and get well, by finding cures, and by fighting back.

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

The American Cancer Society, Inc. adheres to the Better Business Bureau's strong standards for charitable giving.

