

American Cancer Society's Relay For Life



Celebrate.

Remember.

Fight Back.



Sponsorship Opportunities

Relay For Life of
Isle of Wight/Surry



Event History

In May 1985, Dr. Gordon Klatt took the first step of his 24-hour marathon around a track in Tacoma, Washington – ultimately raising \$27,000 for the American Cancer Society. A year later, 340 supporters joined the overnight event.

Since then, Relay For Life has become the Society's single largest fundraising activity, connecting more than 5,000 communities across the nation. More than 3.5 million participants, including 500,000 cancer survivors, took part in Relay events nationwide, resulting in over \$4 billion dollars raised for cancer research, education, services and advocacy.

What is Relay For Life?

The American Cancer Society Relay For Life is a life-changing event which brings people together to celebrate the lives of those who have battled cancer, remember loved ones lost, and empower individuals and communities to fight back against a disease that takes too much.

Teams from businesses, clubs, schools, churches, families and friends assist in raising money for the American Cancer Society for research, education, advocacy, and patient services.

What Makes Relay so Unique?

Relay For Life gives us an opportunity to celebrate, remember, and fight back. We celebrate cancer survivors by inviting them to participate in the Survivors Lap, the first lap around the track. The Luminaria Ceremony is another highlight of the event. A Luminaria is a small bag filled with sand, containing a candle that makes it glow. Each Luminaria bears the name of a person who has battled cancer. At dusk, we light all the candles along the path. They burn into the night, honoring and memorializing those who have faced cancer, lighting a path of hope. The event closes with the upbeat fight back ceremony, which reminds us that we have the power to change the course of this disease.

How Can I Get Involved?

To get information on volunteering, becoming a sponsor, or forming a team, call the American Cancer Society's office in Glen Allen, VA at (877) 298-2862 or visit www.relayforlife.org.

Investing in Hope: Becoming a Relay For Life Sponsor

Forming a strategic alliance with the American Cancer Society – the largest and most respected voluntary health organization in the nation – will bolster your company's reputation and emphasize your commitment to supporting your community.

Sponsorship Benefits

Greater Employee Pride and Loyalty

Your company's commitment to the health and wellbeing of others will inspire a sense of pride among your employees and encourage an improved internal image.

Enhanced Exposure

Your company will enjoy positive exposure as volunteers and participants promote Relay For Life to their friends and colleagues. Your company's name and logo can appear on a variety of promotional and media materials, depending on your level of sponsorship.

Extended Consumer Awareness

A Relay For Life sponsorship is like no other. Although the event lasts up to 24 hours, its impact is felt in the community year-round. Thanks to T-shirts, banners, media, and messaging, Relay For Life sponsors make a lasting impression.

Join Forces with a Trusted Name

- ◆ The American Cancer Society's Relay For Life is the largest fund-raising event in the nation.
- ◆ More than 3.5 million people will participate in Relay For Life events across the country this year.
- ◆ Thousands of Relay For Life newsprint articles, billboard displays, and TV and radio spots are featured throughout the country each year.
- ◆ 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- ◆ 98% of Americans are familiar with the American Cancer Society.

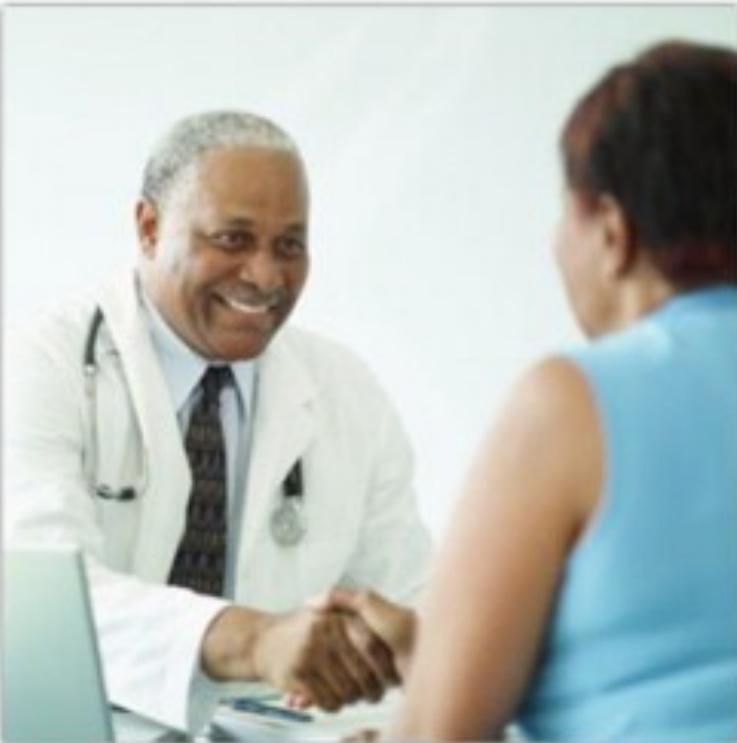
Now is the Perfect Time

If you have ever looked into the eyes of someone with cancer, you know why the American Cancer Society is here and what we are fighting for. Thanks to incredible advances in science, cancer prevention, treatment, and lifestyle changes, we are now closer than ever before to conquering this disease. But we still have a long way to go.

- ◆ Cancer remains the #1 cause of death for people in their prime working years.
- ◆ Cancer accounts for three times the number of deaths caused by alcohol, car accidents, illegal drugs, suicide, homicide, fire and AIDS combined.
- ◆ Almost half of all Americans will develop cancer in their lifetime.



What we are doing



Research

As the nation's largest source of private, nonprofit cancer research funds, the American Cancer Society is funding more than \$6 million in cancer research in Virginia and Forty-six American Cancer Society-funded researchers have gone on to win the Nobel Prize. We have been a part of many major milestones in the history of cancer research, including:

- ◆ [Gleevec](#), a stunning new treatment for chronic myelogenous leukemia, which targets cancer cells while leaving healthy cells unharmed
- ◆ [Pap Tests](#), which have reduced the number of deaths from cervical cancer by more than 74%
- ◆ [Bone Marrow Transplants](#), which have saved the lives of many leukemia patients
- ◆ [Mammography](#) to screen for breast cancer
- ◆ [PSA test](#) for prostate cancer screening
- ◆ [5-FU](#) (chemotherapy) for colon cancer

Education

Cancer is a primary health concern for most Americans, and with good reason; in every minute of every day, one person dies of cancer and two are diagnosed with the disease. We all have the power to reduce our cancer risk and the American Cancer Society is here to help.

- ◆ [1.800.227.2345](tel:18002272345)

Callers can speak to a trained cancer information specialist 24 hours a day, 7 days a week, through the American Cancer Society's toll-free cancer information line. Whether you're calling because a loved one has just been diagnosed with cancer or you're seeking information about how you can prevent cancer, we can help.

- ◆ www.cancer.org

The latest cancer information is also available on the American Cancer Society's Web site. The site provides information about cancer prevention, detection, and treatment, as well as local details about special events, programs, and services.

to Fight Cancer...

Service

The American Cancer Society is always there for those in need. We offer many programs for cancer patients and their families, including:

- ◆ **Reach To Recovery®**

A visitation program which joins specially trained breast cancer survivors with breast cancer patients for mentoring and support

- ◆ **Look Good...Feel Better®**

Beauty technique classes for female cancer patients to help restore their appearance and self-image during treatment

- ◆ **Cancer Survivors Network™**

An online service for survivors, their families, and caregivers to share experiences and offer hope to Others

- ◆ **Road to Recovery®**

A transportation program to help patients get to and from their appointments

- ◆ **Hope Lodge**

Providing free, temporary lodging for patients and their caregivers to stay when their best hope for effective treatment may be in another city



Advocacy

The American Cancer Society's advocacy efforts are focused on legislative efforts to ensure access to cancer treatment; reduce disparities in cancer prevention, detection, and treatment; and establish comprehensive tobacco control policies. Some of our legislative victories include:

- ◆ **Health Care Reform**

Insurance companies have begun to cover many cancer screenings - like mammograms, colonoscopies and Pap tests - because the American Cancer Society and its advocacy affiliate, the American Cancer Society Cancer Action Network (ACS CAN) help get laws passed requiring them to do so.

- ◆ **Tobacco Control**

More than 30 states and thousands of communities are now smoke-free as a result of advocacy.

These are just a few reasons why cancer is not just a medical issue, it is a public policy issue as well. From the local city council to the U.S. Congress, the American Cancer Society and ACS CAN engage with elected and appointed officials to ensure that cancer remains a top local, state and national priority. Through advocacy, together we can be successful in eliminating suffering and death due to cancer.

Sponsorship Opportunities

CORPORATE SPONSORSHIP LEVELS	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Purple Sponsor
	\$1,000	\$750	\$500	\$250	\$100
Appreciation Certificate		✓	✓	✓	✓
Appreciation Plaque	✓				
Access to ACS Cancer Education & Prevention Programs	✓	✓	✓	✓	✓
Logo/Name Displayed on Day of Event Poster or Program	✓	✓	✓	✓	✓
Corporate Relay Sponsor track signs at Event	3	2	1	1	1
Recognition of Corporate Sponsors by emcee throughout Event	✓	✓	✓		
Corporate Logo/Name printed on Event T-Shirt	✓	✓	✓		
Company supplied banner displayed at Event	✓	✓			
Logo/Name recognition on event website	✓	✓			
Opportunity to set up exhibit table to promote product line & distribute giveaways (display only – no sales)	✓	✓			
Recognized as sponsor of the Opening, Closing, and Luminaria Ceremonies at Event	✓				
Opportunity for your company spokesperson to speak at Event	✓				

Relay For Life

Sponsorship Commitment Form



Please Choose a Sponsorship Level:

- Platinum Sponsor (\$1,000)
- Gold Sponsor (\$750)
- Silver Sponsor (\$500)
- Bronze Sponsor (\$250)
- Purple Sponsor (\$100)

Sponsor Information:

(Please Print)

Business Name: _____

Contact Name: _____ Phone Number: _____

Address: _____

City/ State/ Zip: _____

Email Address: _____

Signature: _____ Date: _____

Sponsorship Amount \$: _____ Sponsorship will be : Cash Check Credit Card Please Invoice In-kind

In-Kind Sponsors please list type and quantity of donated items/services here: _____

Please let us know which Relay opportunities, for which you qualify, that you would like to take advantage of:

- Company supplied banner at Relay Set up exhibit table Speak to participants

Deadlines For Sponsorships

The print deadline for Relay For Life t-shirts is **Friday, March 14, 2014**. We must receive your commitment form and company logo (where applicable) by this date for your company name/logo to be included. Logos may only be submitted in the following formats: high resolution jpeg, pdf, or high resolution tif.

- ◆ All banners will be company-provided, dropped off, and picked up. We cannot be responsible for lost or stolen banners. The American Cancer Society has final right of approval for any company banner supplied for display. Objectionable or offensive material/banners including qualifying statements (i.e. "Buy from Acme Corp., We're the Best") will not be used.

For more information, contact **Rochelle Anderson at (434) 637-1263** or rochelle.anderson@cancer.org. fax (804) 527-0219

Form and payment may be mailed to: American Cancer Society
4240 Park Place Court
Glen Allen, VA 23060
Att: **Community Name**

OUR MISSION

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



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

cancer.org | 1.800.227.2345

