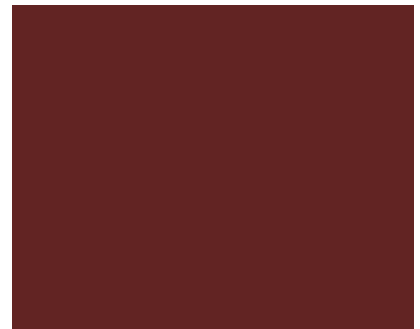




## Corporate Sponsorship Package





Dear Company Representative,

On behalf of the Virginia Tech Relay For Life, I would like to express my extreme gratitude for your interest in helping our organization for the 2010-2011 year! The enclosed is information intended to inform you and your company of initiatives in which we hope you will consider supporting our organization and ending cancer within our lifetime.

Relay For Life is the signature fundraising event for the American Cancer Society that helps current cancer patients and their families, provide advocacy and educational information to prevent cancer, and provide funding for research to ultimately find a cure! Virginia Tech Relay For Life is a local level of the national organization in which all mission statements are adhered to as a standard for the branding nationally.

Virginia Tech Relay For Life is the largest collegiate Relay For Life in the world. In 2008, our event hosted over 5,300 participants and rose over \$500,000 for the American Cancer Society. This marked the first time in history that a collegiate event has ever raised over half a million dollars towards the American Cancer Society. In 2009, our event amounted to over 6,300 participants and we are continuing to receive donations as we have risen over \$575,000 thus far. As we continue to aim for higher goals, we are confident that the upcoming year will be our largest and most momentous event ever, and we look forward to having close ties with various organizations to ensure that our event will be a success.

As our organization has exponentially grown within the last two years, we have recognized that in order to support our large event and maintain the momentum and national recognition that we have achieved, that we will need the help and support of organizations like yourself to help with the fight against cancer. To secure this, Virginia Tech Relay For Life has formatted a corporate sponsorship program initiative to allow for organizations to make an investment to Relay For Life.

An investment in our program will allow for us to grow and provide the necessary materials to all the participants of our yearlong fundraising movement, as well as provide marketing for your company. The investment is by no means only financial, but we encourage time and in-kind sponsorship as they are also key to the success of our events to both Relay and your organization. This investment ensures that your company and organization are marketing to the diverse population of Virginia Tech at our event, which is open to the general public.

We encourage you to peruse the enclosed information, to support and achieve our vision of inspiring thousands of people to fight in the cure for cancer.

Respectfully,

A handwritten signature in black ink, appearing to read 'Joshua Combs', written over a white rectangular area.

Joshua Combs  
Virginia Tech Relay For Life

## Corporate Sponsorship Investment Plan

As a corporate sponsor for the Virginia Tech Relay For Life, there are a vast number of opportunities for each organization to help and be recognized for each contribution. This portion will detail financial sponsorship opportunities for each organization. Organizations have the opportunity to sponsor annually or to a specific event. Annual Sponsorship is the term for either a lump sum or periodic monetary donations in which funds support general Relay For Life events throughout the year. The money is allocated and determined by the Relay For Life Executive Board to where we need funding most at the given time to support our initiatives and events. Event Sponsorship is the term which allows organizations to sponsor a specific event that has been mentioned later in this document. Each event has an allocated dollar amount in which has been assessed for the program. If the amount exceeds the estimated amount allotted for the event, funding will be supported from other sources in addition to the actual sponsor of the particular event. If the amount is less than the estimated allotted amount, excess funds will support other programs within Relay For Life. In the event that there is a surplus of funding, the remaining funds will be donated to the Virginia Tech Relay For Life on behalf of the sponsor, or used for the following year in the corporate sponsorship general funds.

There are different levels of sponsorship dependant on the monetary value of the giving. Each level has its own incentives which are detailed later. Our Platinum level is for those sponsors generously helping us financially \$10,000 and over. Gold level is for sponsors of \$5,000 or more. Silver level is for sponsors \$1,000 or more. Bronze level is for sponsors \$500 or more. Purple level is for sponsors of \$100 or more. White level is open for all sponsors of any value. Sponsorship levels are given to both Annual Sponsorship and Event Sponsorship donations. The levels are based on the total of all sponsorships given by a single organization, whether it is partial Annual Sponsorship and/or Event Sponsorship. Marketing, advertisement, branding, and acknowledgement is based on the level of giving. Time and in-kind donations will be assessed on a case by case basis to determine level status, and is at the discretion of the Relay For Life Corporate Sponsorship Committee. Sponsorship is open to any and all organizations.

The following pages are the Corporate Sponsorship Form which contains the different types of donations and levels to which organizations have the opportunity to do. The Corporate Sponsorship Committee is very excited to work with a diverse group of companies and organizations to further the cause of the American Cancer Society through funding our event here at Virginia Tech. Together, we will make a difference and end cancer within our lifetime. For further questions, please e-mail Joshua Combs at [sponsorship@vt.edu](mailto:sponsorship@vt.edu) or at 804.895.0644.



## Relay For Life Corporate Sponsorship Form 2010-2011

### Company Information

Company Name: \_\_\_\_\_  
(exactly as you wish it to appear on all promotional materials)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Main Contact/Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Consent and Agreement

- Virginia Tech Relay For Life reserves the right to determine the appearance such as size and location of company names/logos on merchandise.
- Virginia Tech Relay For Life reserves the right to select merchandise for giveaway items such as attendee gifts, attendee bags, etc.
- Virginia Tech Relay For Life reserves the right to review and edit and/or reject content of company descriptions, advertisements, company promotional materials, and verbal remarks for speaker introductions, etc.

\_\_\_\_\_ (company name) agrees to abide by the regulations governing sponsorships and advertising set forth in this agreement and to all conditions by Virginia Tech Relay For Life and the American Cancer Society.

Authorized signature: \_\_\_\_\_

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

(please see the following page for financial sponsorship opportunity packages)

## Sponsorship Commitment

The following are the opportunities available for organizations to financially invest in the Virginia Tech Relay For Life. Organizations may choose to select more than one option. Annual sponsorships can be made in either one lump sum or in a continued giving program, in which the sponsor can determine the amount and duration of the amount. Most events only have allotted one sponsor for each event. If more than one company selects a particular event, preference will be given to the first received sponsor.

- Annual Sponsorship (Relay For Life General Events Fund)
  - Lump Sum Donation, Amount: \_\_\_\_\_
  - Periodic Donation, Amount: \_\_\_\_\_ Duration: \_\_\_\_\_
  
- Event Sponsorship
  - Team Captain Meeting (10 occurrences) (\$100 per meeting)
  - Informational Booths (25 occurrences) (\$100 per booth session)
  - Gobblerfest (\$250)
  - Relay Executive Retreat (\$750)
  - Relay Gala (\$5,000)
  - Hope For The Holidays (\$250)
  - Relay Kickoff (\$5,000)
  - Amazing Race For The Cure (\$5,000)
  - Relay For Life, Survivor Banquet (\$5,000)
  - Relay For Life, Relay's Best Dance Crew (\$5,000)
  - Relay For Life, Celebrate Ceremony (\$5,000)
  - Relay For Life, Remember Ceremony (\$5,000)
  - Relay For Life, Fight Back Ceremony (\$5,000)
  - Relay For Life, Closing Ceremony (\$1,000)
  - Other (please specify) \_\_\_\_\_

Total Sponsorship Offering: \_\_\_\_\_

**Corporate Sponsorship Level:**

- Platinum Level (\$10,000+)
- Gold Level (\$5,000-\$9,999)
- Silver Level (\$1,000-\$4,999)
- Bronze Level (\$500-\$999)
- Purple Level (\$100-\$499)
- White Level (< \$100)

**Contact Information:**

Mailing Address:  
 Relay For Life at Virginia Tech  
 c/o Joshua Combs  
 P.O. Box 565  
 Blacksburg, VA 24063

Phone: 804.895.0644  
 E-mail: sponsorship@vt.edu



## Payment Information

Payment for sponsorship shall be submitted with this document in order to secure sponsorship benefits. These payments can be made by credit card or by checks made payable to:

**Relay For Life at Virginia Tech.** These should be sent to the following address:

**Relay For Life at Virginia Tech  
c/o Joshua Combs  
P.O. Box 565  
Blacksburg, VA 24063**

Check enclosed  
 Visa

Mastercard  
 American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: Month: \_\_\_\_\_ Year: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

## Checklist

- Completed Relay For Life Corporate Sponsorship Form
  - o Mailed to the aforementioned address, or
  - o Fax to 555.555.5555 to: "VT Relay Sponsorship"
- Submitted sponsorship payment

Please note that once sponsorship has been submitted, your level will be determined. Based on level, we will contact you for further information, as we will need more information (i.e. logo, ad, multimedia, etc.) to fulfill your sponsorship incentive.

On behalf of the entire Virginia Tech Relay for Life, we thank you for your support in the fight against cancer! If you have any questions or concerns, please contact Joshua Combs at [sponsorship@vt.edu](mailto:sponsorship@vt.edu), or at 804.895.0644.

Corporate Sponsorship Incentive Form						
Benefit	Platinum Level	Gold Level	Silver Level	Bronze Level	Purple Level	White Level
Company logo posted on VTRelay.org homepage	more prominent	prominent	-	-	-	-
Company name posted on VTRelay.org homepage	-	-	prominent	less prominent	-	-
Company description on Corporate Sponsorship link	more prominent	prominent	-	-	-	-
Company logo posted on Corporate Sponsorship link	more prominent	prominent	prominent	-	-	-
Company name posted on Corporate Sponsorship link	-	-	-	prominent	less prominent	less prominent
Company logo shown on the back of shirt	more prominent	prominent	less prominent	-	-	-
Company logo on event signage	more prominent	prominent	-	-	-	-
Company logo on event pamphlet	more prominent	prominent	less prominent	-	-	-
Company name on event pamphlet	-	-	-	more prominent	prominent	less prominent
Full page ad on event pamphlet	yes	-	-	-	-	-
Half page ad on event pamphlet	-	yes	-	-	-	-
Shared literature/paraphernalia at events*	yes	yes	-	-	-	-
Company logo on Weekly Fundraising e-mail	more prominent	prominent	-	-	-	-
Allotted time at event to speak or announce top fundraisers or other speakers	yes	yes	-	-	-	-
10'x10' space at event to market	yes	yes	yes	-	-	-
Advertising banner on website homepage**	yes	yes	-	-	-	-
Website podcast availability	yes	-	-	-	-	-
First right of refusal to sponsor next year	yes	yes	yes	yes	yes	yes

\*If an event is sponsored by a single donor, that sponsor has preference on any literature or paraphernalia that will occur during the event at that given time. However, other platinum and gold level sponsors will be allowed to distribute their goods. All items are still at the discretion of the Relay For Life organization.

\*\*All platinum and gold level sponsors will have the opportunity to display a banner on the VTRelay.org website. These banners will circulate between these sponsors at an equal rate. Each time someone visits the site, a different banner will appear.

## Virginia Tech Relay For Life Events 2010-2011

The following events all have economic and in-kind sponsorship opportunities available.

### Team Captain Meetings- Reoccurring monthly/bi-monthly (10 occurrences)

Team Captain Meetings are held monthly and become bi-monthly as our main Relay event comes in April. These meetings are intended to be motivational and inspiring to our team captain's. These captains are to spread the enthusiasm to their team members, and relay important information that is shared to them. A live DJ and interactive games are used to motivate all people at these meetings.

### Informational Booth - Reoccurring (25 occurrences)

Informational booths allow for our organization to spread the word about Relay For Life to the general student population in and around the Virginia Tech campus. Free Relay Gear (paraphernalia) will be distributed out as well as promoting upcoming events that we will be offering. This is the biggest way to spread the word about Relay For Life as thousands of students pass through the informational booths throughout the year.

### Gobblerfest- August 2010

Event held at the beginning of the academic school year for incoming and current students to explore a variety of student organizations. Relay For Life will be in attendance to gain support to encourage students to join the movement to end cancer at the beginning of the year to start the fundraising campaign. Free Relay Gear (paraphernalia) will be distributed to the general public to spread awareness of the organization and mission.

### Relay Executive Retreat- September 2010

The executive board for Virginia Tech Relay For Life is the governing body to ensure the success of the program throughout the year. The board consists of roughly 20 members (dependant on the number of accepted applicants into the positions each year by the directors of the event). These members are pivotal to ensuring that the enthusiasm of the event is spread throughout the campus and community. The retreat is hosted the company RU Able which uses team building activities to encourage cooperation and bonding to achieve common goals. This will transcend other activities throughout the year to various other people.

### Relay Gala- November 2010

Relay Gala will be an event in which a catered dinner will be served to Virginia Tech administrators, faculty, Blacksburg residents, and all interested people. The event will also feature guest speakers, entertainment, and an auction all benefitting Relay For Life. This event will help secure donors for the American Cancer Society, as we expand our outreach to not only current Virginia Tech students, but other representative bodies in the area. We are currently expecting 100-200 attendees to this event. Sponsorship will help pay for event location, food, and materials needed for the event, as well as speak at it.



### Hope For The Holidays-Winter 2010-2011

This is the Virginia Tech Relay For Life's large campaign to spread our organization throughout the world. While many students are away at their homes over this break, we strongly encourage everyone to promote the Relay For Life cause back at their hometowns. As our program grows, we try and grow our program to not just this area, but throughout the world, as all of these people are directly related back to the Virginia Tech campus, as well as the common theme of ending cancer.

### Relay Kickoff- February 2011

Kickoff is the jumpstart for the Relay season to all anticipated event in April. This event is organized by our Kickoff Committee. In years past, free food has been distributed to guests. Live concerts by Mike-E and Afroflow, and comedian and motivational speaker Josh Sundquist have been past headliners to this event. Roughly 1000 people are expected to be in attendance for Kickoff. Sponsors for this event have the opportunity to offer assistance in food and entertainment, as well as be given the opportunity to speak at it.

### Amazing Race For The Cure- March 2011

Based on the hit television show, this event will have Relay For Life teams compete against each other in a race to the finish. The race will consist of clues that have relations to cancer, Virginia Tech, and the sponsoring organizations. It is our hopes to obtain Season Two finalist, and founder of Tom's shoes, Blake Mycoskie to speak at this event.

### Relay For Life- April 2011

This is the signature fundraising event for the American Cancer Society. A projected 7,500 participants will be at this event. Free food and t-shirts are provided to all participants. There are a multitude of games and other activities to keep people entertained for the 12-hour event hosted at the center of the Virginia Tech campus. Due to the large scale of this event, proper event management is needed ensure the success of this event. This includes but not limited to: event security, police, parking services, waste disposal management, sanitation services, fire protection, emergency management, and various other services. There are also many services that are offered to the public which need economic, time, and in-kind sponsorships. Various opportunities for public speaking at this event will be offered. All corporate sponsors will be offered tent space with electricity for this event to advertise and market your respected company. Throughout this event, there will be several events in which organizations can sponsor individually. These events include: Survivor Banquet, Relay's Best Dance Crew, Celebrate Ceremony, Remember Ceremony, Fight Back Ceremony, and Closing Ceremony. This large event will require mass amounts of help as hundreds of tents will fill the center of campus for the night as well as host thousands of people as we support our efforts to end cancer. This is a collaborative effort between our organization, Virginia Tech, and the American Cancer Society. As the largest collegiate Relay For Life in the world, this event draws lots of media coverage and is the largest community service project on the Virginia Tech campus.