



## AMERICAN CANCER SOCIETY RELAY FOR LIFE

**Celebrate.**

**Remember.**

**Fight Back.**

### Relay For Life is a life-changing event that brings together more than 3.5 million people to...

**Celebrate** the lives of those who have battled cancer. It is the strength of cancer survivors that inspires others to continue the fight.

**Remember** loved ones lost to the disease. At Relay, those who have walked alongside those battling cancer can grieve and find healing.

**Fight Back** because we have been touched by cancer and desperately want to put an end to the disease. Make a commitment to save a life by taking up the fight.

Celebrate. Remember. Fight Back. is the next step in the evolution of an event that changes lives. By deepening the emotional experience that participants have while at Relay, we can further mobilize individuals and communities to:

- Raise awareness of and change behaviors that lead to cancer
- Volunteer and take action through a menu of opportunities that fight cancer year round
- Celebrate, Remember and Fight Back 365 days a year

As a part of this next step in the fight against cancer, each Relay For Life community will have a Fight Back Banner Sponsor. This banner will be displayed throughout the event and will be a part of the new Fight Back ceremony. During this ceremony, participants will be invited to sign the banner as a symbol of their decision to fight back against cancer in their community. The Fight Back banner adds an additional sponsorship opportunity within Relay For Life.

#### Fight Back Banner Sponsorship Benefits:

- Company name recognition on Fight Back banner
- Display of banner allowing for on-site recognition
- Team Commitment Fee waived:
  - 2 Relay For Life Teams at \$1,000 level
  - 3 Relay For Life Teams at \$2,500 level
- Opportunity to display Fight Back banner at sponsor business location
- Opportunities to have Fight Back banner displayed at community Fight Back events throughout the year

#### Fight Back Banner Sponsorship Details:

- Each Fight Back banner has two (2) sponsorship slots at \$1,000 each, **OR** one (1) sponsorship slot at \$2,500.
- Sponsorship term: January 2008 – December 2008

#### Sample Fight Back Banner

