RELAY FOR LIFE
American Cancer Society

Relay For Life of Hummelstown-Hershey

# SPONSORSHIP OPPORTUNITIES

American Cancer Society®

# What is Relay For Life?

Relay For Life is the signature fundraiser for the American Cancer Society. Relay events are coordinated by volunteers in more than 6,000 communities and 24 countries. Teams raise funds in the months leading up to the Relay event, and then camp out at local schools, parks, or fairgrounds 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 communities and individuals to take a stand.

## Become a Relay For Life sponsor

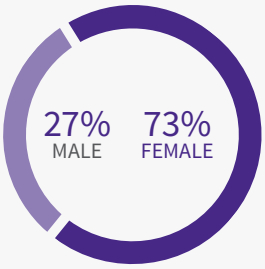
- By becoming a Relay For Life sponsor, you help reduce the burden of cancer on our community. More than 1.6 million people are expected to be newly diagnosed with cancer, and more than 500,000 are expected to die from the disease this year alone.

- You provide a quality team building experience and a medium for volunteerism and philanthropy. Through your support as a dedicated partner in saving lives from cancer, the community will see your company's commitment to the well-being of your customers and your employees.

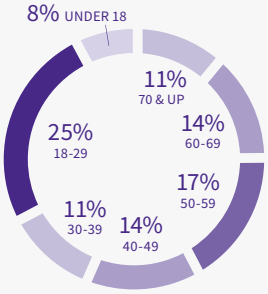
- Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. The Society continues to be a leading, trusted source for cancer information, with 95 percent aided brand awareness among consumers.*

**American Cancer Society Market Research: 2015 Brand Tracker*

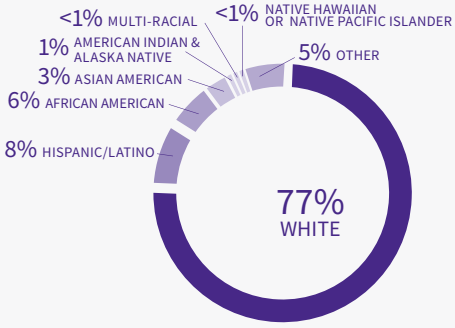
### RELAY FOR LIFE PARTICIPANTS ACROSS THE US*




BY GENDER




BY AGE




BY RACE/ETHNICITY

**percentage per total respondents*

# Your sponsorship helps save lives.

Through your SPONSORSHIP, you are making an incredible impact on the cancer burden. The American Cancer Society works tirelessly to improve and save lives from every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised. Here's how we put your dollars to work:

### 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 23 percent decline in the cancer death rates since 1991. We fund cutting-edge researchers early in their careers. Our track record of having funded 47 Nobel Prize winners demonstrates our ability to identify the best and brightest ideas.

### 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.

### 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 advocate for local, state, and federal policies that help keep everyone healthy.

### YOUR SPONSORSHIP SAVES LIVES FROM CANCER AS MUCH THROUGH PUBLIC POLICY AS IN THE LABORATORY.

Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action Network℠ (ACS CAN), we work with lawmakers everywhere to make this world a healthier place to live, and we rally communities around the globe to support our cause.

## WE NEED YOUR HELP.

There's no doubt about it: we've come a long way in our mission to save lives from 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 | $10,000

### RIGHTS AND BENEFITS

- Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting
- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- 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 display two banners at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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 5-foot ribbon sign displayed at your Relay For Life event
  - All participant thank-you emails (sent after event)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Four Society-approved promotional announcements during local Relay For Life event

### ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Opportunity to have a Relay For Life kickoff at your company office to engage employees in our lifesaving mission
- Access to American Cancer 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 | $7,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- 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 display two banners at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Three Society-approved promotional announcements during local Relay For Life event

### ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Access to American Cancer 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

# Gold Sponsor | $5,000

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements during local Relay For Life event

### ADDITIONAL 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

# Silver Sponsor | $2,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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
- One Society-approved promotional announcement during local Relay For Life eventannouncements during local Relay For Life event

### ADDITIONAL 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

# Bronze Sponsor | $1,000

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company name on the sponsor page of your local Relay For Life event website
- Company name on the event T-shirt for participants

### ADDITIONAL 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

# Signature Sponsor | $500

### RIGHTS AND BENEFITS

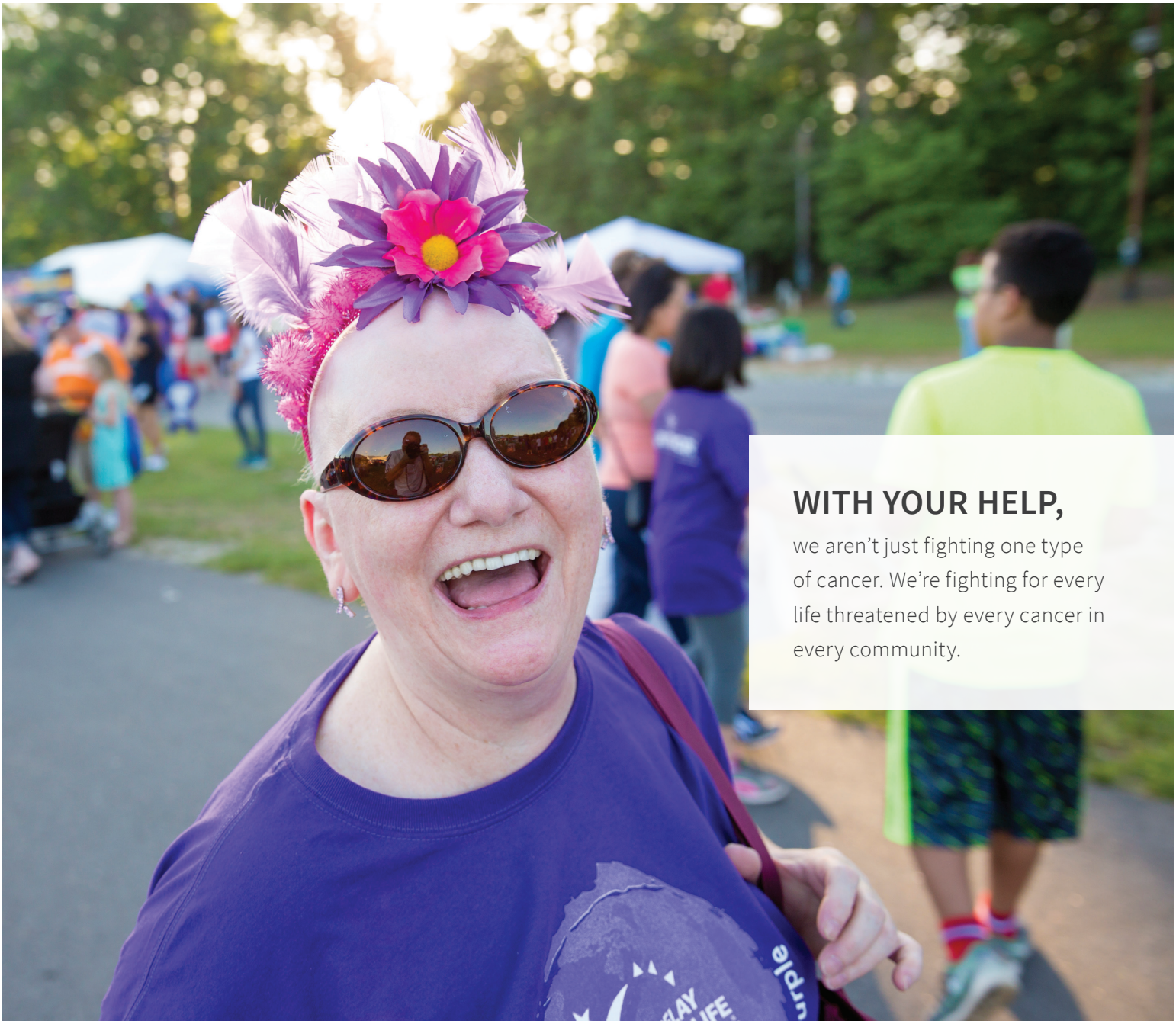
- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

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

### ADDITIONAL 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



## 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.

American Cancer Society®

cancer.org | 1.800.227.2345

BBB ACCREDITED CHARITY

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