



RELAY FOR LIFE OF LOWELL



SURVIVOR INVITATION

We invite you to CELEBRATE with us at the Relay For Life of Lowell

The American Cancer Society would like to honor your victory in the fight against cancer. Please join us as honored guests for a Victory Lap and Dinner. As we fight back we can take time to remember and come together to celebrate life.

When: Friday June 22, 2012 at 6:00 p.m.
 – Survivor Victory Lap with dinner for Survivors (and one guest) to follow.
 Check in starts at 4:30 p.m.

Saturday, June 26, 2012
 – Pancake breakfast at 7–10 a.m.
 (Survivors eat free!)

Where: Lowell Red Arrow Memorial Stadium
 11700 Vergennes, Lowell, MI 49331

Please pre-register to participate in our survivor activities* in one of the following ways:

To register online please go to the "Survivors" area on www.relayforlife.org/lowellmi

To register by fax or mail please complete this form and send it to:

American Cancer Society
 Attn: Jaime Counterman
 129 Jefferson S.E. • Grand Rapids, MI 49503
 Fax: 616-364-6451 • Phone: 616-551-4033

*Please note: Indicating you are a "survivor" when you register as a Relay participant will not confirm your intent to partake in the survivor activities. Please pre-register for the survivor activities so we can plan on celebrating with you. Thank you.

Yes, I will walk in the Victory Lap in the Relay For Life of Lowell on Friday, June 22, 2012 at 6:00 p.m.

Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 E-Mail: _____
 Date of Birth: _____
 Date of Diagnosis: _____
 Type of cancer: _____

Free T-shirt (please circle size):

Adult:	Medium	Large	X-Large	2X	3X
Children:	Small	Medium	Large		

Please answer the following:

Are you willing to share your story with the media:	Yes	No
Have you utilized any of the following American Cancer Society services listed below?	<input type="checkbox"/>	<input type="checkbox"/>
• National Cancer Information Center — 1-800-ACS-2345	<input type="checkbox"/>	<input type="checkbox"/>
• The Society's Website — www.cancer.org	<input type="checkbox"/>	<input type="checkbox"/>
• Cancer Survivor's Network (available through www.cancer.org)	<input type="checkbox"/>	<input type="checkbox"/>
Would you like to be contacted regarding volunteer opportunities?	<input type="checkbox"/>	<input type="checkbox"/>
If you answered yes to any of the above, may we contact you?	<input type="checkbox"/>	<input type="checkbox"/>



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Relay For Life is the American Cancer Society's signature event to raise awareness and funding to fight cancer. A victory lap recognizes local cancer survivors and a luminaria ceremony honors and remembers those who have faced cancer.

Hope. Progress. Answers. 800.ACS.2345 www.cancer.org

Team T-shirt Estimation Form

Return information to Jaime Counterman no later than **May 17, 2012**.

To:	Jaime Counterman	From:	
Fax:	616-364-6451	Pages:	
Phone:	616-551-4033 / 616-364-6121	Date:	
Re:	RELAY FOR LIFE OF LOWELL	CC:	

Team Name: _____

Team Captain(s): _____

Ordering T-shirts is always a challenge for the committee. The cost of the T-shirts comes out of the profits for the event, and because the T-shirts are our largest expense, we would like to be as accurate as possible. We recommend that **each participant raise a minimum of \$100** to earn an event T-shirt. Please fill out the tshirt order below with that fundraising goal in mind, and return it by **May 17**.

Please note: To guarantee the correct size and quantity for your team, this form must be turned in by the due date. All teams who do not submit a T-Shirt Estimation Form by May 30 will receive T-shirts based on availability.

Thank you.

Adult Sizes	Quantity
Small	
Medium	
Large	
X-Large	
2X-Large	
3X-Large	
4X-Large	
5X Large	

Youth Sizes	Quantity
Youth Small	
Youth Medium	
Youth Large	

Total number of shirts	
------------------------	--



If you have any questions regarding this form, please call Jaime Counterman at ACS. Please fax or mail this completed form by **May 17** to:

American Cancer Society – Relay For Life of Lowell
 Attn: Jaime Counterman
 129 Jefferson SE
 Grand Rapids, MI 49503

Logistics Fax-Back Form

Return information to Jaime Counterman no later than Thursday, **May 17, 2012.**

To:	Jaime Counterman	From:	
Fax:	616-364-6451	Pages:	
Phone:	616-551-4033 / 616-364-6121	Date:	
Re:	RELAY FOR LIFE OF LOWELL	CC:	

Please help the Planning Committee organize the layout of the event and plan the activities during the Relay by providing us with the following information about your Relay team:

Team Name: _____

Team Captain(s): _____

Please provide information on your team tent:

Please Note: Tents must be freestanding, or use stakes that are no longer than 12" (to protect the sprinkling system).

Tent size (space is limited to 20' x 20' max.): _____

Is your tent from a rental company? Yes No

Who will be setting up your tent? Team Rental co.

If applicable, list rental company and phone number:

Please describe all on-site fundraising events and activities you plan on conducting in detail:

Are you planning on selling any food at the event?

If yes, please describe. (*Please Note: all on-site food prep needs to be licensed by the Kent County Health Department, please contact Jaime Counterman for more information.*)

Will your on-site fundraising activity require electricity?

Yes No If yes, please plan on bringing a generator for your team use (you'll also need to bring a platform or heat shield to put beneath your generator to protect the football field).

If you want your team-site to be located next to another specific team at the event please indicate that here:

Yes No If yes, please indicate the other team's name, and we will try to accommodate your request if we can.

Additional comments: _____



If you have any questions regarding this form, please call Jaime Counterman at ACS. Please fax or mail this completed form by Thursday, May 17:

American Cancer Society – Relay For Life of Lowell
 Attn: Jaime Counterman
 129 Jefferson SE
 Grand Rapids, MI 49503

2012 Sponsorship Opportunities – Relay For Life of Lowell

Excalibur Sponsorship - \$7,500

- 3 company provided banners or 5 ACS provided track signs
- Logo on unique company t-shirt*
- Opportunity to speak at the Kickoff and at the event
- Opportunity to include company give-a-ways at Kickoff
- Company logo on all print collateral*
- Company logo on event t-shirt*
- Company logo on the Relay web page*

Platinum Sponsorship - \$5,000

- 2 company provided banners or 4 ACS provided track signs
- Opportunity to speak at the Kickoff and at the event
- Opportunity to include company give-a-ways at Kickoff
- Company logo on all print collateral*
- Company logo on event t-shirt*
- Company logo on the Relay web page*

Gold Sponsorship - \$2,500

- 2 company provided banner or 3 ACS provided track signs
- Company logo on all print collateral*
- Company logo on event t-shirt*
- Company logo on the Relay web page*

*Subject to production deadline of May 21, 2012

In keeping with the mission and image of the American Cancer Society, all sponsorships and logos are subject to review by the American Cancer Society. All logos are also subject to production deadlines.

Survivorship Sponsorship – \$1,500

- Categorical Exclusivity
- 2 company provided banners or 2 ACS provided track signs to be displayed in the Survivorship Area
- Opportunity to include company give-a-ways at the Survivorship Celebration
- Company logo on all survivorship print collateral*
- Company logo on event t-shirt*
- Company logo on the Relay web page*

Silver Sponsorship - \$1,000

- Company logo on event t-shirt*
- Company logo on the Relay web page*
- 1 company provided banner or 2 ACS provided track signs

Bronze Sponsor - \$500

- Company logo on event t-shirt*
- 1 ACS provided track sign at the event
- Company name listed as text on the Relay web page*

Community Donor - \$250

- 1 ACS provided track sign at the event
- Company name listed as text on event t-shirt*
- Recognized as sponsor at the event

In-Kind Donations

- Your organization can be recognized for donations of goods and/or services to the Relay.

If you have questions, please contact Jaime Counterman at jaime.counterman@cancer.org / 616.551.4033

Visit our website: www.relayforlife.org/lowellmi

Sponsorship Commitment Form – Relay For Life of Lowell

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____

Telephone Number: _____ Web Address: _____

Fax Number: _____ E-mail: _____

Sponsorship Level: _____ Sponsorship Amount: _____

(If applicable), Please email company logo in jpeg format to jaime.counterman@cancer.org

My sponsorship check is enclosed _____ Please send an invoice _____

Fax this form to 616.364.6451 or Mail to:
American Cancer Society, Attn: Relay For Life of Lowell, 129 Jefferson SE, Grand Rapids, MI 49503

Silent Auction Form



Due: June 14, 2012

Please complete the information below and turn it in by the final Team Captain Meeting on **June 14, 2012** or return it early to Jaime Counterman at one of the following:

Fax to: (616) 364-6451

E-mail to: jaime.counterman@cancer.org

Mail to: 129 Jefferson SE, Grand Rapids, MI 49503

Team Name _____

Team Captain (or contact person for auction items) _____

Phone Number for above person _____

Please list auction items below:

<u>Description</u>	<u>Estimated Value</u>	<u>Space Needed</u>
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		
6. _____		

24-Hour Walker Information

DUE: June 20, 2012

- 24-Hour Walkers *must* register as event participants by **May 17th** to be guaranteed a t-shirt.
- Walkers must wear 24-Hour Walker sign at all times.
- Walkers may take a 15 minute break during every hour. Break time may also be banked and taken in a block of time.
- 24-Hour Walkers may participate in the activities at the event, the exception being sitting to watch the movie.
- Walkers start to walk at 12:00 p.m.
- 24-Hour Walkers will sign in and out for breaks at Relay Headquarters.
- The 24-Hour Walker must have a team or a sponsor to assist and support throughout the event.
- Must fill out 24-Hour Walker Registration form and return to ACS by **June 20th**.
- By making a commitment to be a 24-Hour Walker, the walker agrees to follow the guidelines listed.
- 24-Hour Walkers must be present at Closing Ceremonies.
- Ceremonies:
 1. Opening Ceremonies: Participate in National Anthem and recognition as a 24-Hour Walker, then resume walking.
 2. Luminaria Ceremony: Listen to speakers at the ceremony and resume walking.
 3. Survivor Lap: May walk with survivors or may stand with others at side of track to encourage survivors.
 4. Closing Ceremony: **Must** be present at the Closing Ceremony. Walker may have finished walking prior to this due to banking 15 minute breaks; however we ask that they are present at the end of the 24 hours.
 5. Any 24-Hour Walker that is a cancer survivor is welcome to participate in all Survivor activities without this counting against the 15 minute break time.
- 24-Hour Walkers will check in and out at Relay Headquarters, which is located next to the Goal Post.

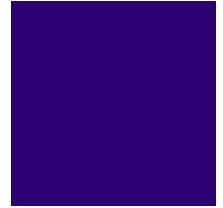
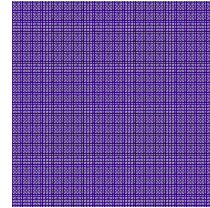
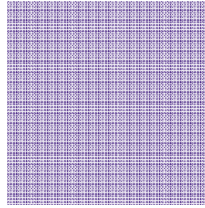
Thank you for making a 24 hour commitment to Relay For Life! Have a safe and enjoyable walk!

Celebrate. Remember. Fight Back.



Relay For Life of Lowell

24-Hour Walker Registration



DUE: June 20, 2012

Name: _____

Address: _____

Phone Number: _____

Cancer Survivor: **yes** **no**

Team Name: _____

T-shirt Size: _____

Emergency Contact: _____

Name: _____

Address: _____

Phone: _____

Please return completed form to:

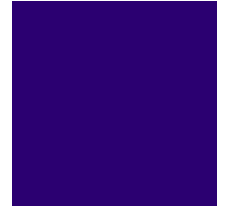
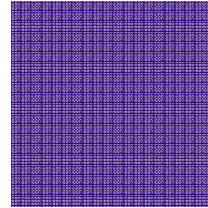
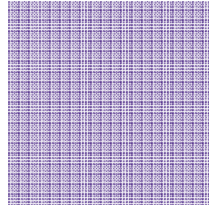
American Cancer Society
Attn: Jaime Counterman—Relay For Life of Lowell
129 Jefferson, SE
Grand Rapids, MI 49503

Fax: 616.364.6451
E-mail: Jaime.Counterman@cancer.org
Call: 616.551.4033

**All 24-Hour Walkers must be registered as participants by May 9 to be ensured a t-shirt.*

****Notice to all 24-Hour Walker Participants: Medical assistance is NOT available the entire 24 hours of event. Relay headquarters will only have items such as band aids. The 24-Hour Walker and emergency contact person must meet the needs of the 24-Hour Walker. In the event of an emergency: Call 911, check at Relay Headquarters or seek medical assistance at a medical facility.**

Walker Sign Up Sheet



Team Name: _____

Team Captain: _____

Time	Walker	Laps
12:00 p.m. to 1:00 p.m.	_____	_____
1:00 p.m. to 2:00 p.m.	_____	_____
2:00 p.m. to 3:00 p.m.	_____	_____
3:00 p.m. to 4:00 p.m.	_____	_____
4:00 p.m. to 5:00 p.m.	_____	_____
5:00 p.m. to 6:00 p.m.	_____	_____
6:00 p.m. to 7:00 p.m.	_____	_____
7:00 p.m. to 8:00 p.m.	_____	_____
8:00 p.m. to 9:00 p.m.	_____	_____
9:00 p.m. to 10:00 p.m.	_____	_____
10:00 p.m. to 11:00 p.m.	_____	_____
11:00 p.m. to 12:00 a.m.	_____	_____
12:00 a.m. to 1:00 a.m.	_____	_____
1:00 a.m. to 2:00 a.m.	_____	_____
2:00 a.m. to 3:00 a.m.	_____	_____
3:00 a.m. to 4:00 a.m.	_____	_____
4:00 a.m. to 5:00 a.m.	_____	_____
5:00 a.m. to 6:00 a.m.	_____	_____
6:00 a.m. to 7:00 a.m.	_____	_____
7:00 a.m. to 8:00 a.m.	_____	_____
8:00 a.m. to 9:00 a.m.	_____	_____
9:00 a.m. to 10:00 a.m.	_____	_____
10:00 a.m. to 11:00 a.m.	_____	_____
11:00 a.m. to 12:00 p.m.	_____	_____

American Cancer Society

Coaches vs. Cancer



Help in the fight against cancer one team at a time!

The American Cancer Society's Coaches vs. Cancer program provides a unique opportunity for school athletic teams to fight back against cancer! No matter the sport or the size of the school, teams can dedicate a day, week, or an entire season to raising support and awareness for the American Cancer Society and Relay For Life, honor survivors, remember those lost, and spread awareness for cancer related issues.

Here are a few simple ways to get started:

- 1.) **Brainstorm!** At a meeting, write down who everyone knows from a school district. Maybe it is a coach, principal, athletic director, or someone else who works closely with athletic programs or who can put you in contact with the right person.
- 2.) **Make the contact!** Using the list you just generated, select who the best person is to talk to individuals on the list about Coaches vs. Cancer. Talk to your American Cancer Society Staff Partner ahead of time to help you learn about all the resources that exist to support an event. Be prepared to follow up!
- 3.) **Be prepared to assist!** Your school will need help promoting their event. Handout flyers at meetings, send out e-mails, and use Facebook to spread the word. Depending on the school's plan, there may be the need to help during the event. Keep your Relay committee and staff partner informed of the plan so they can help too!
- 4.) **Thank you!** Once the event has taken place, do not forget to thank the school, coach, and the athletes for all of their hard work. Ask your staff partner for thank you notes and recognize the accomplishments and efforts at your next Relay meeting. Do not forget to invite the team to be a part of Relay!

In a perfect world, the steps above would happen in less than a couple weeks. In some cases this happens, in others, it may take some extra time for an event to happen. That is alright! Do not give up and do not be discouraged. Occasionally follow up with your contact and work with your American Cancer Society Staff Partner to help let them know about how other schools are incorporating Coaches vs. Cancer in to their team's schedule.



Founded by the American Cancer Society and
the National Association of Basketball Coaches



More information on the how to get your school involved contact Jaime Counterman at 616.551.4033 or Jaime.Counterman@cancer.org.