

American Cancer Society Relay For Life®



Relay For Life of *Mt. Lebanon*

Saturday, May 31 (9am) – Sunday, June 1, 2014

Mt. Lebanon High School | www.relaforlife.org/pamtlebanon

Lebo's 5th Anniversary Relay!

Help us reach our \$1 MILLION Goal in 2014

SPONSORSHIP OPPORTUNITIES

**Sponsorship Deadline and
T-Shirt Deadline: April 30, 2014**



RelayForLife.org | 1.800.227.2345

It's about our community taking up the fight . . .

Most of us in Mt. Lebanon have been touched by cancer. The fight against cancer is everyone's battle. Our community is making an important contribution to this fight, and we are appealing to you to be a part of it through important sponsorships during this ***exciting 5th year as we look to reach our goal of \$1 MILLION raised for the ACS.***

Relay For Life has become an amazing way for the Mt. Lebanon community to take a powerful, united stand against cancer. As we approach our 5th Anniversary Relay, approximately **5,000 people in Mt. Lebanon have already come together and raised more than \$800,000 for the American Cancer Society** and their effort to find a cure for this terrible disease.

The money we raise goes directly to: funding support programs for those in our area fighting cancer; education, prevention and other resources provided by the ACS; and critical cancer research to one day find a cure. Every dollar we raise gets Mt. Lebanon and others around the world one step closer to the end of this disease!

There are many ways for the businesses and residents of Mt. Lebanon to support those touched by this disease, and to help the American Cancer Society find a cure for cancer. We are calling for your help today to sponsor Relay 2014 with a financial contribution or in-kind donation of products and services.

On the next page, you will find details of our many sponsorship opportunities. There are options for businesses of all sizes, including a menu of benefits for your organization. This is truly a **WIN-WIN**, because not only are you contributing to a wonderful charitable cause; you also receive incredible exposure throughout your community and the thousands of residents in Mt. Lebanon and beyond that attend our Relay!

Relay For Life is a time to heal, and a time to celebrate...

It is a statement that we cannot continue to allow cancer to take the lives of our loved ones here in Mt. Lebanon...we must fight for a cure!

We need your help in this fight!

Thank you,

Relay For Life of Mt. Lebanon 2014 Sponsorship Co-Chairs

Brian Schieman
412-368-1621
bjschieman@yahoo.com

Elizabeth Pilarski
412-343-4958
eepilarski@aol.com

American Cancer Society Relay For Life®

Relay For Life brings the American Cancer Society's messages and presence to each community it touches.

Why Relay?

- To celebrate the lives of cancer survivors
- To remember those who have lost their battle
- To be inspired by friends, new and old
- To connect with our communities
- To support those in the midst of their fight
- To do our part in the fight against cancer



By joining the American Cancer Society Relay For Life,

you'll become a partner with a leader in the fight against cancer. Since 1946, when it began its research program, the American Cancer Society has invested more than \$3.5 billion in cancer research and funded 46 Nobel Prize winners early in their careers. The Society provides up-to-date, comprehensive, and unbiased cancer information to the public 24 hours a day at 1.800.227.2345 and cancer.org. The Society also works locally and nationwide to promote policies, laws, and regulations that benefit people affected by cancer and improve public health.

Relay For Life: A Unique Community Event

The American Cancer Society Relay For Life, which began in 1985, allows individuals from all walks of life to join in the fight against cancer. This overnight event raises money and awareness while serving as a celebration for cancer survivors, a memorial for loved ones lost, and a rally for the community to take up the fight.

Teams form from businesses, clubs, families, friends, hospitals, schools, faith-based organizations and service organizations. A representative from each team is on the track walking, jogging, or running, while other members camp out along the track and enjoy entertainment, activities, and camaraderie. Relay For Life is the American Cancer Society's signature activity, as it encompasses the wide variety of programs and services that the organization has to offer.

An unstoppable momentum brings Relay For Life to new heights each year. Annually, 250,000 new participants join the millions who are already involved, as Relay events bring them together around one common goal of fighting cancer. Volunteer committees working in their local communities all-year round, lead thousands of events nationwide—each one with its own local flavor.



"Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day cancer will be eliminated."

—Anonymous



Relay For Life 2014 Sponsorship Opportunities	\$5,000	\$2,500	\$2,000/ \$1,000	\$1,000	\$500	\$250	\$100	In-Kind
ENTITLEMENTS	PREMIER Sponsor	CURE Sponsor	SURVIVORS Celebration Sponsor	HOPE Sponsor	HONOR Sponsor	BIRTHDAY Sponsor	EVENT / SIGN Sponsor	PURPLE Sponsor
Company logo will appear on electronic newsletter & select printed event materials	★							
Opportunity to address participants during kick-off or opening ceremonies	★							
Company name and/or logo on MTL Relay Website	★ Large Logo	★ Medium Logo	★ Medium Logo	★ Medium Logo	★ Small Logo	★ Small Logo		★ Small Logo
Sponsorship recognition in a MTL Relay Email Newsletter	★	★	★	★	★	★	★	★
Company name/logo will appear in event programs available to participants and spectators at Relay. Deadline: May 10	★ Front Cover, Inside Pages & Sponsor Page	★ Inside Pages & Sponsor Page	★ Survivor Page, Sponsor Page	★ Inside Pages & Sponsor Page	★ Sponsor Page	★ Sponsor Page		★ In-Kind Page
<u>Complimentary</u> Advertisement(created by company) in event programs distributed at Relay. Deadline: May 10	★ Full Page (covers available)	★ Half Page	★ Half Page (survivor pages)	★ Quarter Page				
* Company logo will appear on all Relay For Life event participant t-shirts	★ Large Logo	★ Medium Logo	★ Small Logo	★ Small Logo				
Team registration fee waived	★ 3 Teams	★ 2 Teams	★ 1 Team	★ 1 Team				
Opportunity to "host" and announce "special laps"	★ 3 Laps	★ 2 Laps	★ 1 Lap	★ 1 Lap	★ 1 Lap	★ 1 Lap		
Corporate banner (provided by company) displayed at Relay	★	★	★	★			★ See Below	
Company logo/name on Survivors invitations, dinner signs, and option to host Survivor Dinner			★					
Relay provides all-weather sign with company name or family name/message to display at Relay							★	
In exchange for goods/services provided to Relay, recognition at sponsorship level above based on value of donation								★
Recognition banner hung on Washington Road (May-June). Deadline: March 1	★	★	★	★	★			
Certificate of appreciation for display at business	★	★	★	★	★	★	★	★
Alliance with the most respected charity in America!	★	★	★	★	★	★	★	★



Relay For Life 2014 Sponsorship Opportunities

***Sponsorship & T-Shirt Logo Deadlines: April 30, 2014**

***Sponsorship & T-Shirt Logo Deadlines: April 30, 2014**

2014 RELAY FOR LIFE OF MT LEBANON SPONSORSHIP AGREEMENT

Company Name: _____

Contact Name: _____

Address: _____

Phone Number: _____

Email: _____

Sponsorship Level (please check one):

\$5,000 Premier \$1,000 Hope \$250 Birthday Sponsor
 \$2,500 Cure \$500 Honor \$100 Recognition Sign
 \$2,000 Survivor Celebration (Sole) \$1,000 Survivor's Celebration (Co-Sponsor)

Wash. Rd. BANNERS: \$100 \$120 \$150 \$170 \$175 \$195 \$200 \$275

Purple "In-Kind" Sponsor
Product/Service: _____
Value of In-Kind Donation: _____

I am interested in receiving information for: (please check):

Relay For Life Teams Inviting Cancer Survivors Hosting Laps
 In-kind Donations Volunteering Advertising in Programs

Payment Method:

Payment enclosed (all checks should be made payable to "American Cancer Society")
 Payment under separate cover (expected date of arrival: _____)
 Please send an invoice to the address above to the attention of: _____

Signature: _____ Date Accepted: _____

TEAM REFERRAL

Which Team Recruited your sponsorship? _____

Mail form and check to: American Cancer Society
Attn: RFL-Mt Lebanon
940 Country Club Dr
Pittsburgh PA 15228
Brian Schieman, Elizabeth Pilarski – Sponsorship Chairs

Proceeds of this event benefit the programmatic work of the American Cancer Society. Donations are tax deductible to the full extent allowed by law. The American Cancer Society is a nonprofit organization with 501 (c) (3) status for tax purposes. Our exemption number is 75-403-413.

Official registration and financial information of the American Cancer Society may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.