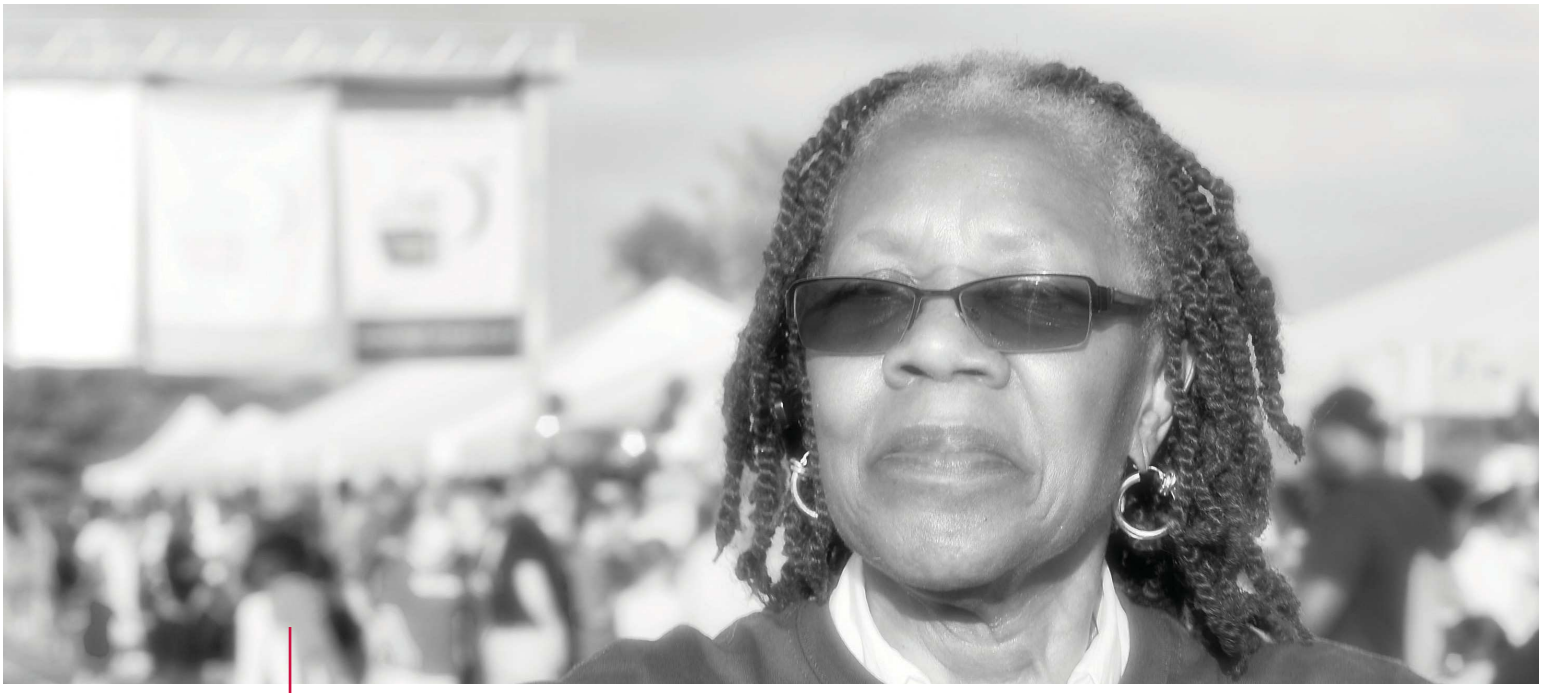

RELAY FOR LIFE®

2016 SPONSORSHIP OPPORTUNITIES

American Cancer Society®

STAY WELL | GET WELL | FIND CURES | FIGHT BACK | CANCER.ORG | 1.800.227.2345

THE AMERICAN CANCER SOCIETY RELAY FOR LIFE MOVEMENT

is the world's largest fundraising event to end cancer, uniting communities across the globe to fight back against this disease. Teams 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.

2014 FACTS AND FIGURES AT A GLANCE

4 MILLION PARTICIPANTS WORLDWIDE

MORE THAN 6,000 EVENTS ACROSS THE WORLD, REPRESENTING 24 COUNTRIES INCLUDING THE US

RAISING $400 MILLION WORLDWIDE

$19.6 MILLION AT 487 COLLEGE CAMPUSES

148 HIGH SCHOOL EVENTS RAISED $6.8 MILLION

1,200 ELEMENTARY AND MIDDLE SCHOOL EVENTS RAISED $2.2 MILLION

BECOME A RELAY FOR LIFE SPONSOR

- By becoming a Relay For Life sponsor, you help find cures for cancer and reduce the burden of the disease 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 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 the fight to end cancer, the community will see your company's commitment to the well-being of your customers and your employees.

- Your company benefits from the competitive advantage the association with the American Cancer Society brings, generating a more positive corporate image, improved customer loyalty and engagement, and increased sales potential. The Society continues to be a leading, trusted source for cancer information, with 96 percent aided brand awareness among consumers.*

**American Cancer Society Market Research: 2013 Brand Tracker*

YOUR SPONSORSHIP HELPS SAVE LIVES.

Through your SPONSORSHIP, you are making the greatest impact in the fight against cancer. The American Cancer Society fights for every life threatened by every type of cancer in every community. The work we do impacts everyone regardless of where the funds are raised. Here's how the Society puts 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 22 percent decline in the cancer death rates since 1991. We fill a unique need with our research, funding young investigators who have trouble getting funded for new ideas. Our track record of funding Nobel Prize winners early in their careers demonstrates our ability to identify the best and brightest ideas.

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

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 FIGHT 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 join our fight.

PRESENTING SPONSOR

$5,000

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, provided you participate in the days fundraising efforts. Deadline for a booth is April 11th, 2016. Giveaways must be approved by the Society.
- Opportunity to display two banners at your Relay For Life event (must be approved by the Society)
- 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 and 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)
  - All participant thank-you emails (sent after event)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in 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
- 30 Luminaria Bags
- Recognition gift, to be displayed at your business, awarded during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Opportunity to have a Relay For Life kickoff at your company office to engage employees in the fight against cancer
- Access to 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

PLATINUM SPONSOR

$2,500

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, provided you participate in the days fundraising efforts. Deadline for a booth is April 11th, 2016. Giveaways must be approved by the Society.
- Opportunity to display two banners at your Relay For Life event (must be approved by the Society)
- 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)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements during local Relay For Life event
- 25 Luminaria Bags
- Recognition gift, to be displayed at your business, awarded during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Access to 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

GOLD SPONSOR

$1,500

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, provided you participate in the days fundraising efforts. Deadline for a booth is April 11th, 2016. Giveaways must be approved by the Society.
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society)
- 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)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in Society event news releases
- General verbal recognition at your Relay For Life event
- One Society-approved promotional announcements during local Relay For Life event
- 20 Luminaria Bags
- Recognition gift, to be displayed at your business, awarded during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

ADDITIONAL SOCIETY 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

SILVER 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
- 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, provided you participate in the days fundraising efforts. Deadline for a booth is April 11th, 2016. Giveaways must be approved by the Society.
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society)
- 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 event
- 15 Luminaria Bags
- Recognition gift, to be displayed at your business, awarded during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

ADDITIONAL SOCIETY 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

BRONZE 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 display one banner at your Relay For Life event (must be approved by the Society)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways, provided you participate in the days fundraising efforts. Deadline for a booth is April 11th, 2016. Giveaways must be approved by the Society.
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company name on the sponsors page of your local Relay For Life event website
- Company name on the event T-shirt for participants, in larger font than Signature Sponsors
- 10 Luminaria Bags
- One Track Sign, displayed at the event

ADDITIONAL SOCIETY 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 during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

SIGNATURE SPONSOR

$250

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 sponsors page of your local Relay For Life event website
- Company name on t-shirt
- 5 Luminaria Bags

ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of recognition awarded during Relay For Life on May 13th, 2016 at 8:00 PM at the Pinehurst Harness Track

AMERICAN CANCER SOCIETY RELAY FOR LIFE®

SPONSORSHIP COMMITMENT FORM
DEADLINE: APRIL 11TH, 2016

Business name: _____

Street address: _____

City: _____ State: _____ Zip: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

❑ $5,000 – Presenting ❑ $1,500 – Gold ❑ $500 – Bronze

❑ $2,500 – Platinum ❑ $1,000 – Silver ❑ $250 – Signature

METHOD OF PAYMENT

❑ Enclosed is my sponsorship check, payable to American Cancer Society, in the amount of $ _____

❑ Charge my credit card (please print clearly)

Card Type: ❑ VISA ❑ MasterCard ❑ Discover ❑ AMEX

Cardholder's name: _____

Billing address: _____

Card number: _____ Exp. date: _____ Security code: _____

❑ I would like to make monthly payments, please contact me to set up my monthly payments

❑ Please send invoice to: _____

We are unable to be a designated Relay For Life sponsor this year but enclosed is our donation of $ _____

Sponsor Signature: _____ Date: _____
(Please sign and retain a copy for your records.)

Team to receive credit (optional): _____

Please return form to the address below:
Relay For Life of Moore County
Attn: Morgan Sills
2202 Wrightsville Ave, Suite 111
Wilmington, NC 28403

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)