



Relay For Life of The Ohio State University 2010 Sponsorship Opportunities





Invitation to You to participate in the Relay For Life of The Ohio State University

This past spring, the dedicated students of The Ohio State University came together in the battle against cancer, and did their part by organizing and hosting the seventh annual American Cancer Society Relay For Life.

Often dubbed "a party with a purpose", Relay For Life combines a carnival atmosphere with a team walk-a-thon, bringing together games, live entertainment, music, food, and fun for a fantastic cause. Another significant part of Relay For Life's mission is to honor cancer survivors and remember those who have lost their battle with cancer. The underlying goal of every Relay For Life remains to raise money for the American Cancer Society's research, education, advocacy, and service programs. Cancer is a disease that appears in so many forms, affecting so many of us, of all ages and races. This event serves as a great opportunity to fight back and raise money for a cure and treatments, as well as to remember those we've lost and honor those who have survived.

A large part of making this event a success is the participation of corporate sponsors. In the following pages, you will find the various levels of sponsorship information, including a detailed outline of sponsorship opportunities, benefits to your company, and a commitment form. It is our sincere hope that you would generously consider serving as a sponsor of this year's Relay For Life at the monetary level you are comfortable with giving. Please know any amount will greatly help us to reach and even exceed our monetary goal this year as well as the fight to achieve a cancer-free world.

If you require further information about Relay For Life or the following sponsorship opportunities, please contact me by email or telephone as listed below. Also, please be sure to visit our website at www.relayforlife.org/OSU to find additional information about the 2010 event, including special ceremonies, event history, and other ways to participate.

Thank you for your time and consideration. While our event is in May, we understand that in today's day and age, the time of year can be a concerning issue when it comes to corporate sponsorship. It is for this reason that I would like to inform you that, should you choose to support our event through corporate sponsorship, we do not actually need to receive the physical donation by the event's date. Rather, we must simply receive it by the end of the American Cancer Society's fiscal year end date of August 31st. We look forward to working with you in the near future to support this worthy cause and make the 2010 Relay For Life of The Ohio State University an even greater success than last year. Please let us hear from you by April 1, 2010.

Danny Dayeh
Sponsorship Committee
Dayeh.3@osu.edu
(440)862-8811





Relay for Life: How it all started...

One person can make a difference. Nowhere is that more evident than with the story of the American Cancer Society Relay For Life, which began in Tacoma, Washington.

In the mid-1980's, Dr. Gordy Klatt, a Tacoma colorectal surgeon, wanted to enhance the income of his local American Cancer Society office and to show support for all of his patients who had battled cancer. He decided to personally raise money for the fight by doing something he enjoyed – running marathons.

In May 1985, Dr. Klatt spent a grueling 24 hours circling the track at Baker Stadium at the University of Puget Sound in Tacoma. He ran for more than 83 miles. That first year, nearly 300 of Dr. Klatt's friends, family, and patients watched as he ran and walked the course. Throughout the night, friends donated \$25 to run or walk with Dr. Klatt for 30 minutes. His efforts raised \$27,000 to fight cancer.

While circling the track those 24 hours, Dr. Klatt thought about how others could take part in his mission to fight cancer. He envisioned a 24-hour team relay event that could raise more money to fight cancer. Over the next few months, he pulled together a small committee to plan the first team relay event, known as the City of Destiny Classic 24-Hour Run Against Cancer.

In 1986, with the help of Pat Flynn – now known as the “Mother of Relay” – 19 teams took part in the first team Relay event on the track at the historic Stadium Bowl and raised \$33,000. An indescribably spirit prevailed at the track and in the tents that dotted the infield.

Would you like to help us help others by becoming a donor for the Relay For Life at The Ohio State University?





Platinum Opportunity

\$5,000

The Platinum sponsorship is the best opportunity to maximize your efforts and have the most memorable impact. Your name and company logo will be presented and visible throughout the year and be placed in various media coverage. By being a Platinum sponsor, your company will be recognized throughout the year as a major community supporter in the fight against cancer for your sponsorship agreement, you receive the following:

- 2 Full page acknowledgement in Relay For Life event programs; Name, Logo, and company bio
- Name and logo on Relay For Life T-shirts, double size of Gold sponsor
- Name and logo in newsletter, Quarterly
- 2 Company banners (to be provided by company) will be displayed at Main entrance at event as well as Main stage
- Name and logo on community's Relay For Life Webpage
- 40 Luminaria bags with company name, logo, and names of company cancer survivors or employees who have passed away from cancer
- 20 Verbal thank you announcements over PA system throughout the event
- Registration fee waived for 2 company teams
- 25 Relay For Life event shirts
- Company will receive a file with American Cancer Society Program and Service information for employees to refer to if they ever are unfortunately affected by cancer. These programs are free and extremely helpful.
- Opportunity for company to be publicly recognized at event for philanthropic support.
- Designated area for company to promote business
- The American Cancer Society will provide 4 onsite worksite wellness sessions personalized to fit your company's health needs relating to cancer.

TAX ID # 34-0726080



Gold Opportunity

\$2,500

The Gold sponsorship is a good opportunity to maximize your efforts and have the most memorable impact. Your name and logo will be presented and visible throughout the year and be placed in a variety of media. By becoming a Gold sponsor, your company will be recognized as a major community supporter in the fight against cancer. For your sponsorship agreement, you receive the following:

- Full page acknowledgment in Relay For Life event programs; Name, logo, and brief company bio
- Name and logo on Relay For Life T-Shirts, double size of Silver sponsor
- Name and logo in newsletter; Quarterly
- Company banner displayed at Main entrance at event (to be provided by company)
- Name and logo on community's Relay For Life Webpage
- 25 Luminaria Bags with company name, logo, and names of company cancer survivors or employees who have passed away from cancer
- 10 Verbal Thank you announcements over PA system throughout the event
- Registration fee waived for company team
- 10 Relay For Life event shirts
- Company will receive a file with American Cancer Society Program and Service information for employees to refer to if they ever are unfortunately affected by cancer. These programs are free and extremely helpful.
- Opportunity for company to be publicly recognized at event for philanthropic support.
- Designated area for company to promote business

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Silver Opportunity

\$1,000

The Silver sponsorship opportunity is another great way to get your company's name and logo into the public eye. Your name and logo will be presented at the event. For your sponsorship agreement, you receive the following:

- Half page acknowledgment in Relay For Life event program; Name and Logo
- Company banner displayed at event (to be provided by company) at main stage area
- Name and logo to be displayed on community's Relay For Life webpage
- 10 Luminaria bags with company name for names of cancer survivors or those lost to cancer
- 5 Verbal Thank you announcements over PA system throughout the event
- Registration fee waived for company team
- Designated area for company to promote business
- Company will receive a file with American Cancer Society Program and Service information for employees to refer to if they are ever unfortunately affected by cancer. These programs are free and extremely helpful.
- Name and logo on T- Shirt

TAX ID # 34-0726080



Bronze Opportunity

\$500

The Bronze sponsorship opportunity will allow your company to align itself with the community in the fight against cancer. For your sponsorship agreement, you receive the following:

- Quarter page acknowledgment in Relay For Life event program; Name and logo
- 2 Verbal thank you announcements during event
- Name and logo displayed on community's Relay For Life webpage
- 5 Luminaria bags for names of cancer survivors or those lost to cancer
- Name of company in large typeset on t-shirt
- Company will receive a file with American Cancer Society Program and Service information for employees to refer to if they are ever affected by cancer. These programs are free and extremely helpful.

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Buckeye Opportunity

\$250

The Buckeye sponsorship opportunity is perfect for those companies who wish to donate to the event, but are looking to give on a smaller level. Your sponsorship agreement, you receive the following:

- Business card size page acknowledgment in Relay For Life event program
- 2 Verbal thank you announcements during event
- 2 Luminaria bags for names of cancer survivors or those lost to cancer
- Name of company in small typeset on t-shirt
- Company will receive a file with American Cancer Society Program and Service information for employees to refer to if they are ever affected by cancer. These programs are free and extremely helpful.

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Cancer Fact Sign Sponsor \$150

Eye-catching Cancer Fact Signs will be placed around the entire track, in order to educate the participants as they run or walk. Your company's name and logo will be placed on one, or more, of these signs, visually reaching participants present at the Relay For Life.



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Sponsorship Commitment Form

Please print names legibly and exactly as they should appear in Relay For Life publications

Company/Corporation Name _____

Your Name _____ Title _____

Address _____

Phone Number _____ Fax Number _____

Contact Person's Name _____

Contact Phone _____

Contact Email _____

Contribution amount (payable to the American Cancer Society) \$ _____

Please invoice me

Signature _____ Date _____

Please return to:
American Cancer Society
Attn: Relay For Life of OSU
870 Michigan Ave.
Columbus, Ohio 43215

Ph: 1.888.ACS.OHIO ☐ 888.227.6446 ☐ Fax: 1.877.227.2838