

# 2007-08 Relay For Life

American Cancer Society  
Florida Division, Inc.

## SPONSORSHIP OPPORTUNITIES



The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy, and service.

1.800.ACS.2345 • [www.cancer.org](http://www.cancer.org)

# Relay For Life:

A UNIQUE COMMUNITY EVENT



The American Cancer Society's Relay For Life allows people from all walks of life to join in the fight against cancer. The 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.

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

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 the common goal of fighting cancer. Volunteer committees working in local communities lead thousands of events nationwide, each one with its own local flavor.



# Relay For Life:

## ADVANTAGES OF WORKING WITH THE AMERICAN CANCER SOCIETY



### Taking powerful action against the nation's leading health concern

Each year, more than 1.4 million people in the United States find out that they have cancer and an estimated 559,000 Americans will die of the disease. By becoming a sponsor of an American Cancer Society Relay For Life event, you are helping to find cures for cancer and reduce the cancer burden in our community. People will see and know your company as an organization committed to the well-being of your customers and employees.

### Joining forces with a trusted brand

The American Cancer Society is one of the most recognized names in the country. Since 1946, when the Society began its research program, the American Cancer Society has invested more than \$3.1 billion in cancer research and funded 40 Nobel Prize winners. Associating with the American Cancer Society is a competitive advantage for your company and generates a more positive corporate image, improves customer loyalty and increases sales potential.

### Gaining valuable community visibility

By connecting with Relay For Life, you will let the community know you are associated with the American Cancer Society. Sponsorship provides increased name recognition for your company in the local community and builds your reputation as an organization that cares about fighting cancer. Before and during the event, you will be recognized as a sponsor according to the terms of our sponsorship agreement.

You may also choose to bring a team of employees to your local Relay For Life. When employee groups come together to help fight cancer, they build team spirit that lasts well beyond the time spent on the track. Relay can help forge friendships that will lead to mutual understanding and support, and can enhance the work environment.

By making a corporate gift to Relay For Life, your company will be associated with the American Cancer Society, a trusted name in the fight against cancer.



