JOIN THE MOVEMENT FOR MORE BIRTHDAYS

RELAY FOR LIFE

American Cancer Society

2012 Corporate Sponsorship Booklet
Dear Friends,

When Relay For Life at Virginia Tech was founded over ten years ago I doubt that our predecessors could have imagined the size or scope it would achieve in such a short amount of time. Year after year our organization has grown, consistently surpassing the standards set in previous years in the areas of fundraising, participation, and advocacy.

As I look to the future I see a day where cancer is a thing of the past. I know the work being done at Virginia Tech will facilitate this dream. This year our event will be held on April 20, 2012 in the heart of our beautiful campus, more commonly known as the Drillfield. As the 2012 Relay For Life approaches I am confident that the support of our sponsors will push this event to heights never seen before. It is with your help that we continue our fight against cancer so that people can stay well, get well, find cures and fight back.

Please look over this booklet as it contains valuable information regarding sponsorship and the incentives accompanying each level of support. Together we can make a difference!

Thank you,

Josh Freda
Corporate Sponsorship Chairman
Founded in 2000, Relay For Life at Virginia Tech has become the largest collegiate Relay For Life in the world. Our event has raised over $1.5 million in the past three years alone and is ranked as the #1 Collegiate Relay in the Nation. Relay For Life at Virginia Tech has received numerous awards because of the passion, vision, and dedication of the students that orchestrate and participate in this yearlong movement. Some of the awards Relay For Life at Virginia Tech has earned include:

2011 Highest College Per Cap for population size 25,000+ (Per Cap of $22.13)
2011 Collegiate Relay For Life Top Net Income ($620,244 raised)
2011 Most Money Raised Online ($508,092 raised)
2009, 2010, 2011 Gordy Klatt #1 Net Income Youth Event
2007, 2008 Nationwide Top 10 Net Income Youth Event
2007, 2008 Nationwide Top 10 Online Collegiate Event
2007 Youth Hall of Hope Award

Caption: Luminarias lining the drillfield as students, family members, survivors, and caregivers take a lap of silence to remember those we have lost to cancer.
Corporate Sponsorship Investment Plan

Relay For Life at Virginia Tech thrives because of the tireless efforts of its students, but we can’t do it alone! Year after year the support from our sponsors has allowed us to reach new levels of success. We welcome and appreciate any and all contributions because they help get us one step closer to finding a cure. We have developed this booklet to offer you a wide array of sponsorship options so that you may tailor your contribution to the needs of your business or organization. Donations can be monetary or in-kind. Listed below are the different levels of sponsorship; the corresponding incentives are presented on the following pages.

Levels of Sponsorship

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<th>Level</th>
<th>Amount</th>
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<tr>
<td>Platinum</td>
<td>$10,000 or more</td>
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<tr>
<td>Gold</td>
<td>$5,000 - $9,999</td>
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<td>Silver</td>
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<td>Bronze</td>
<td>$500 - $999</td>
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<tr>
<td>Purple</td>
<td>$250 - $499</td>
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The monetary levels of sponsorship include both monetary and in-kind donations. In-kind donations will be assessed at fair market value to determine their level of sponsorship. These levels are completely separate from any donation/fundraising levels determined by national Relay For Life incentive opportunities.

Caption: Participants gather around the main stage to take part in the fight back ceremony. Originally one candle is lit and that flame is passed on to light all of the other candles. This passage represents the connection we all have to cancer because everyone has been effected directly or indirectly by this disease.
## Sponsorship Incentives

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<tr>
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<th>Scrolling company logo on homepage</th>
<th>Company description on sponsorship link</th>
<th>Company logo posted on sponsorship link</th>
<th>Company name posted on sponsorship link</th>
<th>Company logo shown on back of participant shirt</th>
<th>Company logo on sponsorship signage</th>
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<tr>
<td>Company logo on event pamphlet</td>
<td>Company name on event pamphlet</td>
<td>Check presentation during opening ceremony</td>
<td>Complimentary admission to the event w/ fast pass</td>
<td>Allocated corporate sponsorship venue space</td>
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We strongly encourage all registered corporate sponsors to make a team for our event at www.vtrelay.org. Participation in a Relay event is excellent way to reach out to the community as well as promoting team building within your organization. Participants can also take advantage of corporate matching gift opportunities.

Depending on the level of sponsorship the size and prominence of company and organization logo, names, etc. may vary.
Description of Incentives

- **Scrolling Company Logo on Homepage**
  Your company logo will be placed on a digital banner that will reside on the Relay For Life at Virginia Tech home page. The banner will run in a continuous loop and will be visible to thousands of registered participants and donors who visit the webpage on a daily basis from around the world. (Platinum, Gold, Silver)

- **Company Description on Sponsorship Link**
  Sponsors will have the option of providing a brief description of their company that will be placed alongside their logo on the corporate sponsorship webpage. (Platinum)

- **Company Logo/Name Posted on the Sponsorship Link**
  Sponsor’s logo or name will be displayed on the corporate sponsorship webpage. (Logo: Platinum, Gold, Silver; Name: Bronze, Purple)

- **Company Logo Shown on the Back of Participant Shirt**
  Logos will be printed on the back of the participant’s t-shirts. Approximately 8,000 - 10,000 of these shirts will be ordered and worn by registered participants. Students commonly wear these shirts around campus at any time during the year. Relay For Life at Virginia Tech also has “Relay Wednesdays” where anyone can show their support for Relay For Life and the American Cancer Society by wearing their participant shirt. These shirts are incredibly visible and act as a great marketing tool for companies and organizations. (Platinum, Gold, Silver)
• **Company Logo on Sponsorship Signage**  
  A banner will be displayed the night of Relay listing all of our top sponsors. The banner will be hung at the entrance to our event where all participants will see it. (Platinum, Gold)

• **Company Logo/Name on Event Pamphlet**  
  Sponsors’ logo/name will be recognized in the event pamphlet. These pamphlets are given to all participants and include the layout of the event and events scheduled for that night. (Logo: Platinum, Gold; Name: Silver, Bronze)

• **Check Presentation during the Opening Ceremony**  
  Sponsors will be given the chance to speak on stage during the opening ceremonies in order to formally present their donation in the form of a large check. (Platinum)

• **Complimentary Admission to the Event w/Fast Pass**  
  Admission to the event is free, but sponsors will also receive a fast pass which allows you to bypass any lines for food and beverage all night long! (all levels)

• **Allocated Corporate Sponsorship Venue Space**  
  Sponsors will be given a space to promote themselves for the entire night; electricity is provided. (all levels)
Contact Information

**Josh Freda**  
Corporate Sponsorship Chairman  
Phone: 703.489.3101  
Email: vtrelay.sponsorship@gmail.com

Mailing Address:  
Relay For Life at Virginia Tech  
c/o American Cancer Society  
2840 Electric Road, Suite 106  
Roanoke, VA 24018

Fax: 540.744.9629  
(Attention: Relay For Life at Virginia Tech)

[www.vtrelay.org](http://www.vtrelay.org)

General Questions:  
vtrelay.contactus@gmail.com

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Caption: Survivors and caregivers take a lap around the drillfield to celebrate their fight against cancer, inspiring all of us to continue our efforts and reminding us that what we do here is making a difference in people’s lives. Survivors and caregivers walk the first official lap of each Relay For Life event after the opening ceremonies have been held.
Sponsorship Commitment Form

Company Information

Company Name: ___________________________________________________________
(exactly as you wish to see it advertised)

Address: ___________________________________________________________________

City: _____________________________________ State: _________ Zip: _______________

Main Contract/Title: _________________________________________________________

Email: _______________________________________________________________________

Phone: _____________________________ Fax: ____________________________________

Signature: ___________________________________________________________________

Mailing Address:
Relay For Life at Virginia Tech
c/o American Cancer Society
2840 Electric Road, Suite 106
Roanoke, VA 24018

Fax: 540.744.9629
(Attention: Relay For Life at Virginia Tech)

Relay For Life at Virginia Tech reserves the right to determine the appearance of company logo and/or name regarding their size and placement on advertisement materials, and to review, edit, and/or select content of company descriptions, advertisements, and company promotional materials.
Sponsorship Donation Options

☐ Check enclosed (made payable to Relay For Life)

☐ Online donation will be made
   Value: ________________

☐ In-kind donation (please describe below):

Online donation can be made by visiting www.vtrelay.org. Click on “Donate” and then “Donate to Event”. Please put your company name in the textbox that asks “Name as you would like it to appear on the website”.

Sponsors making in-kind donations will be contacted to determine the fair market value for their good or service. Values will be recorded using an in-kind donation form (may be used for tax deduction purposes).

Thank you for supporting Relay For Life at Virginia Tech. Please feel free to contact us if you have any questions or would like to share a comment or concern. Thanks again!
There's no such thing as too many candles