RELAY FOR LIFE

2015 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.

2013 FACTS AND FIGURES AT A GLANCE

4 MILLION PARTICIPANTS WORLDWIDE

MORE THAN 5,000 EVENTS REPRESENTING 23 COUNTRIES

RAISING $380 MILLION

$23.1 MILLION AT 506 COLLEGE CAMPUSES

151 HIGH SCHOOL EVENTS RAISED $7.2 MILLION

1,200 ELEMENTARY AND MIDDLE SCHOOL EVENTS RAISED $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 2013, we marked a 20 percent decline in 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.

WE NEED YOUR HELP.

There's no doubt about it: we've come a long way in the fight against cancer. Still, there is so much more that can be done to protect this and future generations from cancer. Through your sponsorship, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

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 (must be Society-approved)
- Opportunity to display two banners at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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 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)
  - A giant 4-foot ribbon sign displayed at your Relay For Life event
  - 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

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
- Your personal American Cancer Society employee wellness coach
- 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 recognition gift awarded post-event

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 (must be Society-approved)
- Opportunity to display two banners at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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)
  - A giant 4-foot ribbon sign displayed at your Relay For Life 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
- Three Society-approved promotional announcements during local Relay For Life event

ADDITIONAL SOCIETY BENEFITS TO YOUR ORGANIZATION

- Your personal American Cancer Society employee wellness coach
- 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 recognition gift awarded post-event

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)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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)
  - A giant 4-foot ribbon sign displayed at your Relay For Life event
- 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
- Two Society-approved promotional announcements during local Relay For Life 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 recognition gift awarded post-event

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)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- 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

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 post-event

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 and be no larger than 4 x 6 feet)
- 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

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 post-event

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 logo on two co-branded track signs to be displayed for duration of event
- Company name on the sponsors page of your local Relay For Life event website

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 appreciation awarded post-event

WITH YOUR HELP, WE AREN'T JUST FIGHTING ONE TYPE OF CANCER – WE'RE FIGHTING FOR EVERY LIFE THREATENED BY EVERY CANCER IN EVERY COMMUNITY.

American Cancer Society®

We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345

The American Cancer Society, Inc. adheres to the Better Business Bureau's strong standards for charitable giving.

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