



The Stick a Fork in Cancer campaign offers your restaurant the opportunity to invest in the future. By partnering with the most recognized organization and brand in the fight against cancer, you will receive an exclusive outlet to highlight your community leadership.

RESTAURANT GIVE BACK LEVELS

	 3 Fork Level 30% + or \$2,500 (whichever is less)	 2 Fork Level 20% or \$1,500 (whichever is less)	 1 Fork Level 10% or \$750 (whichever is less)
Opportunity to feature your restaurant's participation on American Cancer Society - Florida Facebook page*	X		
We will help promote your business partnering with the American Cancer Society through your own Track Marker. Please use this before and during the SAFIC campaign.*	Logo		
Align your giving amount with an event level sponsorship. Your give back to the American Cancer Society may mean extra benefits (t-shirt exposure, posters, brochures, social media, etc.) before, during and after an event or events this coming spring of 2017.	X	X	
Featured in earned radio and/or print media outreach*	X	X	
Inclusion in PSAs/advertising secured through media partners*	X	X	
Inclusion on campaign promotional posters*	Large Logo	Small Logo	
Recognition in market-specific email campaign sent to thousands of registered Relay For Life participants*	Logo	Listing	
Mention in market-specific press release*	X	X	
Visibility through weekly social media posts on American Cancer Society - Florida Facebook page	X	X	
Visibility through weekly social media posts on market-specific and event-specific Facebook pages and social media	X	X	

* Only where applicable, and not guaranteed if signed agreement form is submitted after July 15, 2016



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Inclusion on campaign website - participating restaurants map <i>Campaign website also linked from 250 Relay For Life event websites with visibility to hundreds of thousands of American Cancer Society Supporters</i>	X	X	X
Campaign "Proud Supporter" Window Cling	X	X	X
Poster, Flyer, and Mini-Flyer templates provided to restaurant for pre-event marketing <i>(can be customized by restaurant with logo)</i>	X	X	X
Table tent template provided to restaurant to be used during promotion <i>(can be customized by restaurant with logo)</i>	X	X	X
Social media messaging provided to restaurant to be used by you during the promotion	X	X	X
Acknowledgement at the market Relay Launch Party (October - all volunteer leadership and team captains from the area - 200 to 300 people)	X	X	X
Acknowledgement at the market and/or event level Community Kickoff (October through January for past team captains, sponsors, survivors and interested community members)	X	X	X
Opportunity to promote your participation on any item of your choosing. You will have access to the Stick a Fork in Cancer logo	X	X	X

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