2017
American Cancer Society

Relay for Life
Of
Chandler, AZ

Sponsorship Opportunities

Celebrate . Remember . Fight Back . cancer.org | 1.800.227.2345
Corporate sponsorship of the American Cancer Society’s Relay for Life is a wonderful opportunity to partner with us in our fight against cancer. The partnership with the American Cancer Society, the largest volunteer health agency in the world, is one that would certainly enhance your Company’s image in the community by building brand awareness and employee price and satisfaction.

We invite you to become a part of our team.

For more information please contact:

Emily Albanese at Emily.albanese@cancer.org
Why Sponsor Relay For Life?

Increase Credibility in Your Community
Forming a strategic alliance with the American Cancer Society – the largest and most respected voluntary health organization in the United States – will bolster your Company's reputation and clarify your commitment to serving your community.

Greater Employee Pride and Loyalty
With over 4 million participants in over 5,000 events across the country, chances are someone from your Company is already involved in Relay. Validating their efforts through sponsorship will solidify employee loyalty. In addition, your Company’s commitment to the health and well being of others will inspire a sense of pride among your employees and encourage an improved internal image.

Foster Team Building and Boost Morale
Having a Relay team of employees and their families will build a sense of teamwork and allow employees to build relationships outside the work environment. The challenge of working together to reach a goal and having fun all night at the Relay also plays an important role in boosting employee morale. Some sponsorship levels offer free team registrations.

Positive Customer Awareness
Your Company will enjoy positive exposure as volunteers and participants promote the Relay for Life event to their friends and colleagues. Your Company’s name and logo can appear on a variety of promotional and media materials, depending on your level of sponsorship.

Over 12 Hours of Focused Exposure
Sponsoring the Relay for Life event is like no other sponsorship. At Relay, participants are gathered in one location overnight for 12 hours where exposure to sponsor logos, banners, and messages create a lasting impression.

The Power of Purple
- The American Cancer Society's Relay For Life is the largest fundraising event in the nation.
- More than 4 million people will participate in one of the over 5,000 Relay For Life events this year.
- 1 out of every 100 Americans is already a Relay participant.
- 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- 98% of Americans are familiar with the American Cancer Society.

Make an Impression
Target your brand exposure to your desired audience:
- Large metro areas
- Small rural communities
- Youths
- Seniors
- Families
- And more!

Relay is the power of a nationwide movement with the personal touch of a local event, right in your community.

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Please print all information legibly and exactly as it should appear in all publications.

☐ Corporate    ☐ Individual    ☐ Foundation

Name ____________________________
(As it should appear in print)

Contact Name ____________________________

Mailing Address ____________________________

City ____________________________ ST ___ Zip ______

Phone ____________________________

Email: ____________________________

Type of contribution:
(Please check one and check the appropriate box to right)
☐ Cash Donations
☐ Gift In-Kind Donation: $ ____________
(In-kind donations are recognized at 50% of fair market value)

Sponsorship commitment (not payment) would be appreciated by March 31, 2017. Donor contributions received by March 31, 2017 will be included in the Relay for Life materials and T-shirts.

Please send check made payable to the American Cancer Society, Relay for Life of Chandler for sponsorship donations by March 31, 2017.

We thank you for this tax-deductible contribution and for your commitment to the fight against cancer.
Tax I.D. # 13-1788491

___________________________________________
Signature of Donor/Company Representative

Please send a camera-ready copy of your corporate logo for promotional uses to Emily.albanese@cancer.org

Sponsorship Opportunities
Category Index

Your Company’s name will be attached to the funding opportunity of your choice.

Corporate Sponsorship

☐ Diamond $25,000
☐ Platinum $10,000
☐ Gold $5,000
☐ Silver $2,500
☐ Bronze $1,500
☐ Blue Ribbon $500
☐ Luminaria $250
☐ Signature $100

Please sign this form and return to:
American Cancer Society
Relay For Life of Chandler
2015 W. River Rd Suite 245
Tucson AZ 85704

If you have any questions, please contact:
Emily Albanese
Emily.albanese@cancer.org

Please join us at the
Relay For Life of Chandler
May 12-13, 2017
6 p.m. to 6 a.m.
Basha High School

www.relayforlife.org/chandleraz

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This partnership with the American Cancer Society will provide your Company with the following on all levels of sponsorships:

- The opportunity to participate in Worksite Wellness Programs offered through the American Cancer Society.
- The opportunity to be involved in Education and Service Programs throughout the year, if applicable.
- Year-round health and advocacy information and activities for Relay for Life companies.
- Sponsorship levels during one year, your Company will become part of a select group of American Cancer Society supporters. Your Company will receive recognition on the Diamond ($25,000) or Platinum ($10,000) Sponsor plaque prominently displayed on the donor wall of the American Cancer Society’s Phoenix Office.
- Recognition and proof of performance packet after the event.
- Knowledge your investment is making a significant contribution to providing Hope, Progress and Answers to those diagnosed with this dreaded disease.

Levels of Sponsorship *

- Diamond Sponsor $25,000
- Platinum Sponsor $10,000
- Gold Sponsor $5,000
- Silver Sponsor $2,500
- Bronze Sponsor $1,500
- Blue Ribbon Sponsor $500
- Luminaria Sponsor $250
- Signature Sponsor $100

* Details of each sponsorship level appears on the following pages
Diamond Sponsor $25,000

You will receive:

√ Your Company’s logo prominently displayed in conjunction with the Relay for Life logo in:
  • Relay for Life poster distributed throughout the Community.
  • Promotional brochure distributed throughout the Community.
  • Official event programs.
  • Participant T-shirts (Team Captain and Team Participant)
  • Larger and more prominent Company logo for Relay for Life event website.
  • Media promotion through American Cancer Society Relay for Life press releases.

√ Your Company will also be acknowledged through the following:
  • Opening and closing ceremonies during the Relay for Life Event.
  • A speaker from your Company will be given time to present at the Relay Event either at the Opening or Closing ceremonies.
  • Recognition throughout the Relay event with announcements.

This sponsorship also provides your Company:

1. The ability to place your corporate banners (up to five) in pre-determined locations at the event.

2. The ability to display your Company materials (to be mutually agreed upon) at a special designated booth/tent at the event. Must be supported by an employee of the Sponsor.

3. The official American Cancer Society Relay for Life logo may be used in your advertising and promotion with prior approval of the media staff with the American Cancer Society.

4. With any sponsorship of $25,000 or more during one year, your Company will become part of a select group of American Cancer Society supporters. Your Company will receive recognition on the Diamond Sponsor plaque prominently displayed on the donor wall of the American Cancer Society’s Phoenix Office.
Platinum Sponsor

You will receive:

√ Your Company’s logo prominently displayed secondary to Diamond Sponsors in conjunction with the Relay for Life logo in/on:
   • Relay for Life poster distributed throughout the Community.
   • Promotional brochure distributed throughout the Community.
   • Official event programs.
   • Participant T-shirts (Team Captain and Team Participant)

√ Your Company will also be acknowledged through the following:
   • Opening and closing ceremonies during the Relay for Life Event.
   • Recognition throughout the Relay event with announcements.

This sponsorship also provides your Company:

1. The ability to place your corporate banner as supplied by sponsor in a pre-determined location at the event.
2. The official American Cancer Society Relay for Life logo may be used in your advertising and promotion with prior approval of the media staff with the American Cancer Society.
3. With any sponsorship of $10,000 or more during one year, your Company will become part of a select group of American Cancer Society supporters. Your Company will receive recognition on the Platinum Sponsor plaque prominently displayed on the donor wall of the American Cancer Society’s Phoenix Office.
Gold Sponsor $5,000

You will receive:

√ Your Company’s logo prominently displayed secondary to Platinum Sponsors in conjunction with the Relay for Life logo in/on:
  • Relay for Life poster distributed throughout the Community.
  • Promotional brochure distributed throughout the Community.
  • Official event programs.
  • Participant T-shirts (Team Captain and Team Participant)

√ Your Company will also be acknowledged through the following:
  • Opening and closing ceremonies during the Relay for Life Event.
  • Recognition throughout the Relay event with announcements.

Silver Sponsor $2,500

You will receive:

√ Your Company’s logo prominently displayed secondary to Gold Sponsors in conjunction with the Relay for Life logo in/on:
  • Relay for Life poster distributed throughout the Community.
  • Promotional brochure distributed throughout the Community.
  • Official event programs.
  • Participant T-shirts (Team Captain and Team Participant)

√ Your Company will also be acknowledged through the following:
  • Opening and closing ceremonies during the Relay for Life Event.
  • Recognition throughout the Relay event with announcements.
Bronze Sponsor $ 1,500

You will receive:

✓ Your Company’s logo prominently displayed secondary to Silver Sponsors in conjunction with the Relay for Life logo in/on:
  • Official event programs.
  • Participant T-shirts (Team Captain and Team Participant)

✓ Your Company will also be acknowledged through the following:
  • Recognition throughout the Relay event with announcements.

Blue Ribbon Sponsor $ 500

You will receive:

✓ Your Company’s name will be typeset and displayed secondary to Bronze Sponsors in conjunction with the Relay for Life logo in/on:
  • Official event programs.
  • Participant T-shirts (Team Captain and Team Participant)

✓ Your Company will also be acknowledged through the following:
  • Recognition throughout the Relay event with announcements.
Luminaria Sponsor $ 250

You will receive:

√ Your Company’s logo prominently displayed secondary to Signature Sponsors in conjunction with the Relay for Life logo in/on:
  • Official event programs.
  • 10 Luminaria bags displayed at the event with your choice of wording

√ Your Company will also be acknowledged through the following:
  • Recognition throughout the Relay event with announcements.

Signature Sponsor $ 100

You will receive:

√ Your Company’s name will be typeset and displayed secondary to Luminaria Sponsors in conjunction with the Relay for Life logo in/on:
  • Your business card or business card size advertisement in event program.

√ Your Company will also be acknowledged through the following:
  • Recognition throughout the Relay event with announcements.