

# How your support will help us finish the fight

While we are making progress toward a world where cancer never steals a year from anyone's life, we cannot finish the fight without your company's support. Thanks to the dedication of companies like yours, the American Cancer Society is . . .

## Helping people stay well

The American Cancer Society is here to help you take steps to prevent cancer or find it at its earliest, most treatable stage. Today we know that about half of all cancer deaths can be prevented through healthier lifestyle choices. We have the resources, information, and support to keep people motivated to eat right and get active, quit smoking or help a loved one kick the habit, and understand what cancer screenings are needed.

- We provide tips, tools, and online resources to help people set goals and stay motivated to eat healthy and maintain an active lifestyle.
- We develop guidelines for recommended cancer screenings and nutrition and physical activity, so people know what tests they need to find cancer early and how to help prevent the disease.

## Helping people get well

Having cancer is hard. Finding help shouldn't be. The Society is in your corner around the clock to guide people through every step of their cancer experience. The donations your company raises help fund Society-related programs that provide free resources and support for people facing the disease. In fact, information about treatment options is the most requested need the Society receives through our toll-free phone number (1-800-227-2345) and online at cancer.org.

- We offer an online support community for cancer survivors and caregivers to share stories and find support.
- We assist cancer patients with getting transportation to and from their treatments and offer help with free lodging for cancer patients and their caregivers.

## Finding cures

The American Cancer Society supports the best ideas of the brightest cancer researchers, who with each discovery are getting us closer to a world with less cancer and more birthdays.

- The Society awards approximately \$100 million in new research grants annually through its disciplined peer review process – a process so successful that 46 American Cancer Society grantees have gone on to receive the Nobel Prize.
- In total, more than \$3.8 billion has been invested in cancer research since 1946.
- The American Cancer Society has played an important role in nearly every major cancer research breakthrough of the past century, including mammography screening, bone marrow transplants, combination chemotherapy for childhood cancers, and the development of drugs to treat leukemia and breast cancer.

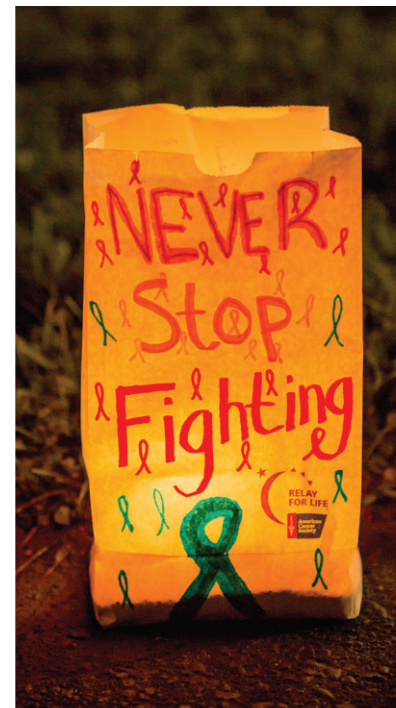
## Fighting back

Cancer is not just a health issue, but a political issue. As a grassroots force, the Society works with lawmakers to pass laws to defeat cancer and rally communities worldwide to join the fight. Funds raised through Relay For Life events help the Society advocate for all people to have access to critical cancer screening and follow-up treatment, regardless of income.

- We have helped uninsured, underinsured, and low-income women get breast and cervical cancer screening tests and follow-up treatment since 1991, and, along with the American Cancer Society Cancer Action Network<sup>SM</sup>, we have successfully fought for legislation protecting this care.



Find out more about the Relay For Life movement  
at [RelayForLife.org/JoinTheRelayMovement](https://RelayForLife.org/JoinTheRelayMovement).



# What is the Relay For Life movement?

The Relay For Life program is the signature fundraising event for the American Cancer Society. The team-based event provides friends, families, and coworkers the opportunity to celebrate cancer survivors, remember loved ones lost to the disease, and learn more about how to fight back against cancer. While teams are raising much-needed funds, they also raise awareness of the importance of cancer prevention, early detection, treatment, and patient support.

## Why are businesses collaborating with the Relay For Life movement?

Every Relay For Life event offers the marketing power of a global movement with a local community impact. Some of the benefits include:

- Bolstering your company's image and reputation by aligning with the nation's largest and most respected voluntary health organization
- Providing employees a meaningful volunteer experience while building and enhancing employee leadership skills
- Creating fun team-building opportunities
- Demonstrating your commitment and support for employee wellness
- Actively supporting colleagues and their families who may be facing cancer

## How can your business and employees get involved?

Relay For Life events offer a wide range of volunteer and sponsorship opportunities to companies and their employees.

- **Become a Relay For Life event sponsor.** Sponsorship opportunities are available at varying levels as described on the inside pages. Benefits may include your company logo printed on event T-shirts, banners, etc.
- **Form one or more Relay For Life teams.** Employees and their friends and family members can form teams by finding their event and registering online at [RelayForLife.org](https://RelayForLife.org). Each team has a Team Captain, who helps members plan fundraising activities and coordinates participation at the event.
- **Volunteer.** Whether you have a few hours each week or can only help out the day of the event, there are fun and rewarding opportunities for volunteers of all ages.
- **Make a donation.** Whether by supporting a coworker's fundraising efforts, making an in-kind donation of products or services, or becoming an event sponsor, your contributions play a powerful role in helping finish the fight against cancer.

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# AMERICAN CANCER SOCIETY RELAY FOR LIFE



Relay For Life offers local communities a way to **celebrate** cancer survivorship, **remember** loved ones lost, and **fight back** against a disease that takes so much from so many.

For more information, visit [RelayForLife.org](https://RelayForLife.org) or call 1-800-227-2345.

Sponsorship Opportunities	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250
Company recognition from stage during the opening ceremony	★	★	★	★	★	★	★	
Company recognition from stage during the event								★
Two track signs with company recognition	★	★	★	★	★			
One track sign with company recognition						★	★	★
Crystal appreciation gift	★	★						
Plaque of appreciation			★	★	★			
Framed certificate of appreciation						★	★	
Certificate of appreciation								★
Company logo on website	★	★	★	★	★	★		
Company name on website							★	★
Company logo on event "corporate sponsor banner"	★	★	★	★	★	★		
Company name on event "corporate sponsor banner"							★	★
Recognition on event Social Media Campaign	★	★	★	★	★	★	★	
Company logo on event shirt	★	★	★	★	★	★		
Company name on event shirt							★	
Two company provided banners displayed at event	★	★	★	★	★			
One company provided banner displayed at event						★		
Company logo on printed materials (when available)	★	★	★	★	★			
Check presentation or opportunity to speak at event	★	★	★	★				
Three 30 second DJ announcements from stage during event	★	★	★					
Two hours of onsite promotion with optional ACS approved give-away (tent provided)	★							
Two hours of onsite promotion with optional ACS approved give-away		★						
One hour of onsite promotion with optional ACS approved give-away			★					
ACS hosted internal Relay For Life kickoff at your worksite	★	★						
Two ACS provided co-branded banners to be displayed at the event	★							
One ACS provided co-branded banner to be displayed at the event		★						
ACS will provide your team one 10x10 tent to use during the event	★							
Company logo on participant thank you e-mail(s) post event	★							

\*\* In-Kind sponsorships will be recognized in accordance with the FMV (Fair Market Value) of the donation.