

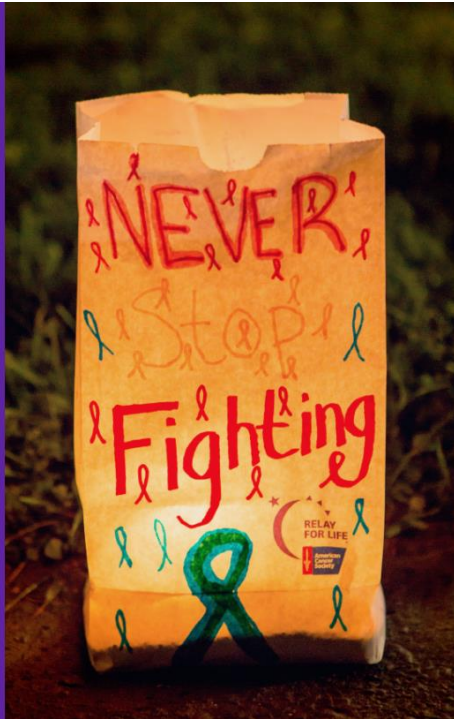
Relay For Life of the Greater Capital Region 2024 Sponsorship Opportunities



Together we can beat cancer.



The American Cancer Society has helped make possible almost every major cancer breakthrough since 1946. Since then, we've invested more than \$5 billion in cancer research, making us the largest nonprofit funder of cancer research in the United States, outside of the federal government.



The cancer death rate has decreased by 33% since 1991 as a result of reductions in smoking and advances in treatment, and early detection.

This translates to 4.1 million fewer cancer deaths

HELP SAVE LIVES, AND SHOW YOUR COMMUNITY HOW YOU PROVIDE EMPLOYEES AND CUSTOMERS:

- A quality team-building experience
- ★
- A platform for volunteerism and philanthropy
- ★
- A commitment to their well-being

BENEFITS CAN INCLUDE:

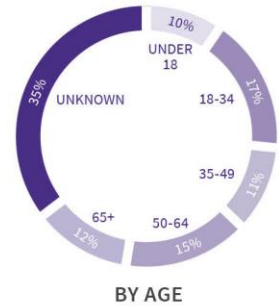
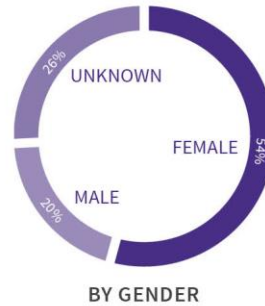
- Generating a more positive corporate image
- ★
- Improving customer loyalty
- ★
- Increasing sales potential



Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

JOIN US TODAY!
RelayForLife.org | 1.800.227.2345

RELAY FOR LIFE PARTICIPANTS ACROSS THE US*



**percentage per total respondents*



ONE IN THREE say they are more likely to purchase a product if it's partnered with the ACS brand.*

*American Cancer Society Corporate Partnerships survey: September 2013



The American Cancer Society continues to be a **HIGHLY TRUSTED** source for cancer information, with **88% AIDED BRAND AWARENESS** among consumers.*

*American Cancer Society Market Research: 2019 Brand Tracker



Sponsorship Opportunities at a Glance



SPONSOR BENEFIT	AREA \$7,500	PRESENTING \$5,000	PLATINUM \$3,500	GOLD \$2,500	SILVER \$1,500	BRONZE \$1,000	SIGNATURE \$500	TRACK SIGN \$250
Employee engagement opportunity through custom company kickoff for your Relay For Life team	✓	✓						
Speaking opportunity during any local Relay For Life event(s)	✓	✓						
Sponsor logo featured on all post-event thank-you emails	✓	✓						
Co-branded social media frames and cover photos made available to all event participants	✓	✓						
Verbal recognition during your Relay For Life event opening ceremony/program	At 7 Events	✓	✓					
Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways	✓	✓	✓					
Company representative invitation to other American Cancer Society VIP functions in your community	✓	✓	✓					
Premier Recognition on your local Relay For Life event social channels with tags to your company's social accounts	At 7 Events	✓	✓	✓				
Sponsor logo featured on all event promotional materials	At 7 Events	✓	✓	✓				
Recognition in ACS event news releases	✓	✓	✓	✓				
Rights for you to promote sponsorship in other publications with co-branded ad (ad templates provided by ACS)	✓	✓	✓	✓				
Sponsor logo placement on co-branded event signage or banners, and video where applicable	✓	✓	✓	✓				
Opportunity to co-present an event-day activation (Examples include: a Photo Booth, Selfie Stop, etc – see menu on page 8 for details)	✓	✓	✓	✓	✓			
Rights to promote sponsorship in company materials with branded image	✓	✓	✓	✓	✓			
Sponsor logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website	At 7 Events	✓	✓	✓	✓	✓	Sponsor Page Only	
5' Purple Ribbon track sign	✓	✓	✓	✓	✓	✓	✓	
Year-round opportunities to engage with participants including representation on the Event Leadership Team	At 7 Events	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	✓	✓	✓	
18"x24" co-branded track sign								At 7 Events

The COVID-19 pandemic impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.

Area Sponsor \$7,500

Benefits at events of your choice,
up to 7 events across the Capital Region Area

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life event
- Sponsor logo featured on all post-event thank-you emails
- Co-branded social media frames and cover photos made available to all event participants
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event social channels timeline with tags to your company's social accounts
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Opportunity to co-present an event-day activation (Examples include: a Photo Booth, Selfie Stop, etc – see menu on page 8 for details)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website
- 5' Purple Ribbon track sign
- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Presenting Sponsor

\$5,000

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life event
- Television and radio interview opportunities
- Sponsor logo featured on all post-event thank-you emails
- Co-branded social media frames and cover photos made available to all event participants
- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other
- American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Platinum Sponsor

\$3,500

- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Gold Sponsor

\$2,500

- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

Silver Sponsor

\$1,500

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Bronze Sponsor

\$1,000

- Rights to promote sponsorship in company materials with branded image
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

Signature Sponsor

\$500

- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Track Sign Sponsor

\$250

- 18x24" Co-branded track signs displayed at seven ACS events across the Capital Region

Annual Fall Relay Enhancing Events

Additional sponsorship opportunities are available at our annual Relay Enhancing Events. Please contact us to take advantage of one of the sponsorship below or to create a custom package.

Bark For Life

Held locally each fall, Bark For Life of the Capital Region is a noncompetitive walk event for dogs and their owners to raise funds and awareness for the American Cancer Society's fight against cancer. This family friendly event highlights the caregiving qualities of our canine companions.

\$50 Bow Wow Sponsor

- 1 sponsored social media post
- 10x10 Sponsor/vender space at the event

\$250 Tail Wagger Sponsor

- 2 sponsored social media post
- 2 co-branded signs at the event
- 10x10 Sponsor/vender space at the event

\$1000 Top Dog Sponsor

- 3 sponsored social media post
- 2 co-branded signs at the event
- 10x10 Sponsor/vender space at the event
- Logo on Facebook cover photo for Bark For Life page
- Logo on all promotional materials for the event



Fall Champion Sponsor
\$2,500
Benefits of "Top Dog", "Top Clucker" and "Cheer Sponsor"

King of the Wing

This chicken wing eating contest happens each November in communities around the world! Our wing eaters receive donations and sponsorships for each chicken wing they eat.

\$250 Drumstick Sponsor

- 2 sponsored social media posts
- Sponsor logo on promotional materials

\$1000 Top Clucker Sponsor

- 5 sponsored social media posts
- Sponsor logo on promotional materials
- Opportunity to speak at the competition

Wrapping Up Cancer

Each December hundreds of volunteers wrap holiday gifts at our area malls in exchange for donations to the American Cancer Society.

Gift Box Sponsorship - Underwrite the cost of 1-15 cases of gift boxes (around \$75 each)

- 1 Social Media Post per 3 cases of boxes

\$1000 Joy Sponsor

- 3 sponsored social media posts
- Sponsor logo on volunteer sign up page
- Sponsor logo on Facebook group cover photo

\$2000 Cheer Sponsor

- 5 sponsored social media posts
- Sponsor logo on volunteer sign up page
- Sponsor logo on signs at the wrap stations
- Sponsor logo on event apparel



A La Carte Sponsor

Variable based on benefits chosen.

Fall Champion Sponsor	\$2,500	<input type="checkbox"/>
Sponsor logo featured on all event promotional materials	\$1,000	<input type="checkbox"/>
Sponsor Logo featured in ten (12) social media posts *Your company's social media account will be tagged in each post	\$1,000	<input type="checkbox"/>
Company logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website	\$500	<input type="checkbox"/>
Lap Sponsor- Dedicate a lap to promote your business, honor an individual or both. *Optional providing of supplies needed during lap (Bubbles, noise makers etc.)	\$250	<input type="checkbox"/>
Company logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website	\$100	<input type="checkbox"/>
Relay Enhancer Sponsor (please specify) _____	\$ _____	<input type="checkbox"/>

Additional recognition included with a la carte options:

- Sponsor logo featured on the sponsor page of your local Relay For Life website
- Sponsor logo on one (1) co-branded track sign
- Year-round opportunities to engage with participants including representation on the Event Leadership Team





2024 Sponsorship Commitment Form



Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- \$7,500 – Area \$2,500 – Gold \$500 – Bronze
- \$5,000 – Presenting \$1,500 – Silver \$350 – Signature
- \$3,500 – Platinum \$1,000 – Bronze \$250 – Track Sign
- A La Carte – Enter Total: \$ _____

METHOD OF PAYMENT

- Enclosed is my sponsorship check in the amount of \$ _____
- Charge my credit card (please print clearly). Card Type: VISA MasterCard Discover AMEX
- Cardholder's name: _____
- Billing address: _____
- Card number: _____ Exp. date: _____ Security code: _____
- Pay by electronic funds transfer. (*Reach out to Brendan.Egan@cancer.org to set up payment.*)
- Please send invoice to: _____

We are unable to be a designated Relay For Life sponsor this year, but enclosed is our donation of \$ _____

Sponsor signature: _____ Date: _____

(Please sign and retain a copy for your records.)

Please email an **EPS logo and JPG logo** to Brendan.Egan@cancer.org by to ensure high-quality printing. If an .eps file is not available, please send highest quality available. Note, submitting a low-resolution logo may require signage to be printed in text in order to maintain quality.

Please note: The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.

Please return form to the address below:

American Cancer Society
1 Penny Lane, Latham, NY 12110
Attention: Relay For Life

Name of event, team or individual to be credited with this Sponsorship:

_____ Not Applicable

RelayForLife.org | 1.800.227.2345

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

American Cancer Society, Inc.
 Federal Tax ID #13-1788491
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