



Relay For Life of Greater Saucon Bethlehem Area

SPONSORSHIP OPPORTUNITIES

Saturday, June 1, 2019
10am-10pm
Dimmick Park, Hellertown, PA

What Is Relay For Life?

Relay For Life is the signature fundraiser for the American Cancer Society. Relay events are staffed and coordinated by volunteers in thousands of communities and nearly 30 countries. Teams raise funds in the months leading up to the Relay event and then 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 walker 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 anywhere from six to 24 hours and empowers communities and individuals to take action for a world without cancer.

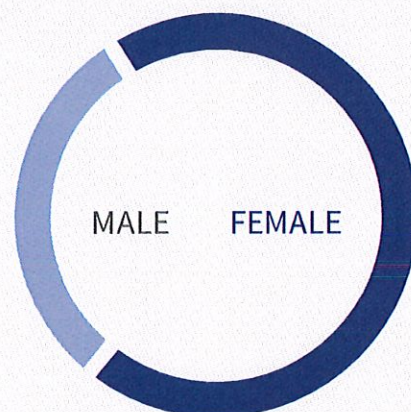
Become a Relay For Life sponsor

- ★ By becoming a Relay For Life sponsor, you help reduce the burden of cancer on our community. More than 1.7 million people are expected to be newly diagnosed with cancer, and more than 600,000 are expected to die from the disease 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 saving lives from cancer, community members will see your company's commitment to the well-being of your customers and your employees.
- ★ Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. We continue to be a leading, trusted source for cancer information, with 96 percent aided brand awareness among consumers.*

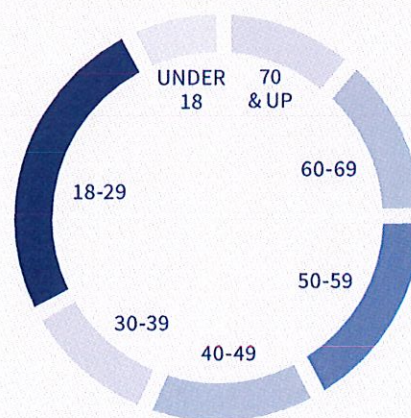
*American Cancer Society Market Research: 2016 Brand Tracker



RELAY FOR LIFE PARTICIPANTS ACROSS THE US*



BY GENDER



BY AGE

*percentage per total respondents

Your sponsorship helps save lives.



GROUNDBREAKING RESEARCH

- Largest private, nonprofit funder of cancer research
- Contributed to a 26% decline in cancer death rates since 1991
- Funding cutting-edge researchers early in their careers
- Have funded 47 Nobel Prize recipients.



ANSWERS AND SUPPORT

- Free rides to chemo
- Free places to stay near hospitals
- Live 24/7 helpline
- So much more!



CANCER PREVENTION AND EARLY DETECTION

- Helping people avoid tobacco, achieve and maintain a healthy weight
- Educating people about cancer screenings that are appropriate for them
- Advocating for local, state, and federal policies that help everyone get and stay healthy



PUBLIC POLICY

- Working with lawmakers to make the world a healthier place to live, through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN)
- Rallying communities around the globe to support our cause



WE NEED YOUR HELP.

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 (American Cancer 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 American Cancer 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 5-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 American Cancer 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 BENEFITS TO YOUR ORGANIZATION

- Opportunity to have a Relay For Life kickoff at your company office to engage employees in our lifesaving mission
- Access to American Cancer Society workplace wellness programs for 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

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 (American Cancer 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 American Cancer 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 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer 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 BENEFITS TO YOUR ORGANIZATION

- Access to American Cancer Society workplace wellness programs for 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



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 (American Cancer Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the American Cancer 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 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer 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 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 (American Cancer Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the American Cancer 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 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 American Cancer 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 sponsor page of your local Relay For Life event website
- Company name on the event T-shirt for participants

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

ADDITIONAL 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



Relay Track Sign Sponsor | \$100

RIGHTS AND BENEFITS

- Opportunity to participate in Relay recognition lap during local Relay For Life event

BRAND RECOGNITION

- Brand name on one co-branded track sign to be displayed for duration of event

ADDITIONAL BENEFITS

- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees

Memorial Track Sign Sponsor | \$100

RIGHTS AND BENEFITS

- Opportunity to participate in Relay recognition lap during local Relay For Life event

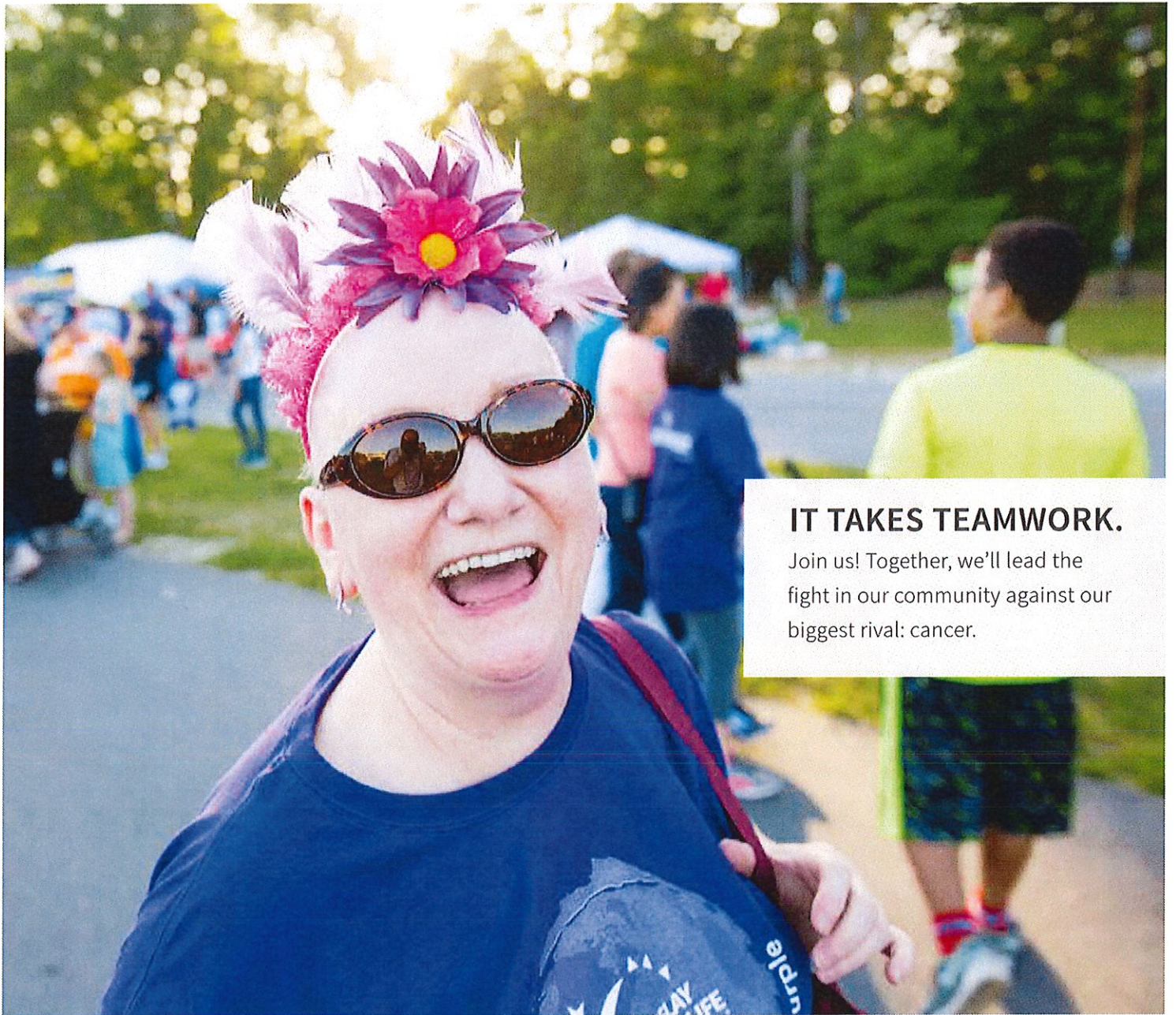
RECOGNITION

- Name of a loved one who is fighting or we have lost to cancer on one co-branded track sign to be displayed for duration of event

ADDITIONAL BENEFITS

- A complimentary Relay For Life window cling





IT TAKES TEAMWORK.

Join us! Together, we'll lead the fight in our community against our biggest rival: cancer.



cancer.org | 1.800.227.2345



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Business name: _____

Street address: _____

City: _____ State: _____ Zip: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- ☐ \$5,000 – Presenting
 ☐ \$1,500 – Gold
 ☐ \$500 – Bronze
 ☐ \$100 – Track Sign
☐ \$2,500 – Platinum
 ☐ \$1,000 – Silver
 ☐ \$250 – Signature
 ☐ \$100 – Memorial Track Sign

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: _____

☐ 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** to mark.stankiewicz@cancer.org by 04/30/19 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 return form to the address below:

American Cancer Society

3893 Adler Place

Suite 170

Bethlehem, PA 18017

Attention: Relay For Life of GSBA

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.

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

Gone But Not Forgotten ☐ Not Applicable

Sarah Reilly
610-248-1045

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)

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