

2010 AMERICAN CANCER SOCIETY



# Relay For Life of Lebanon Corporate Sponsorship Proposal





## Benefits to Your Company

### for Participating in American Cancer Society's Relay For Life

- ☆ Relay For Life raises funds for health initiatives, and that is great for your bottom line. When cancer strikes your business, productivity lowers, future earnings are restricted, health insurance and disability costs rise and absenteeism increases. On average, one late- detected cancer can cost more than \$60,000 per worker.
- ☆ Relay For Life gets your name out in the community! It demonstrates to your market that you care about the quality of life in your community. It improves your public image.
- ☆ Relay For Life offers your company the opportunity to make a positive statement about cancer survivorship, perhaps by participating in honor of an employee currently battling the disease.
- ☆ Relay For Life opens the door to educate your company about programs of early detection and prevention of cancer. The American Cancer Society offers a variety of low or no-cost, high quality programs to enhance your employee wellness effort.
- ☆ Relay For Life fosters team building and boosts morale. It gives your company an opportunity for friendly competition while coming together for a cause that touches everyone.
- ☆ Relay For Life makes a great company picnic or party.
- ☆ Relay For Life could positively impact product sales and customer traffic.
- ☆ Relay For Life forms an association between your company and the American Cancer Society, the world's largest and oldest voluntary health organization dedicated to eliminating cancer.



# Purple Level Sponsor

## \$2,500

### **T-Shirt Exposure**

Your company logo will be printed on the back of Relay For Life T-shirts that all participants receive. The logo will be larger than all others in top center of t-shirt. In addition, your company's Relay For Life team will receive 25 FREE T-shirts in support of the event.

### **Program Acknowledgement & Written Exposure**

Your Company will receive one full page acknowledgement in the Event Program. Your company's name will also appear as a Purple Sponsor of Relay For Life in *all* newsletters, press releases and other publications.

### **Website and Pre-event Recognition**

Your company's support and generous contribution will be noted on the event Website and mentioned at pre-event gatherings.

### **Banner Exposure**

We will provide your company with an outdoor/indoor vinyl banner (3' x 10') printed with your name signifying your partnership with the American Cancer Society and your generous support of Relay For Life. Use this banner before the Relay at your place of business, during the event at your tent, and then year after year.

### **Recognition & Speaking Opportunity during the Event**

Your company's name will be mentioned as a Purple Sponsor throughout the entire Relay For Life event. A representative is also encouraged to speak on behalf of the company at the Opening Ceremony.

### **Free Luminaria**

Your company will receive 15 free luminaria in order to honor the life or the memory of special co-workers, friends, or family members who have battled cancer.

### **Free Teams**

The registration fee of \$100 will be waived for two teams representing your company at the Relay; however, each member is still expected to collect donations for that team.



# Platinum Level Sponsor

## \$1,000

### **T-Shirt Exposure**

Your company logo will be printed on the back of Relay For Life T-shirts that all participants receive.

### **Program Acknowledgement & Written Exposure**

Your Company will receive one 1/2 page acknowledgement in the Event Program. Your company's name will also appear as a Platinum Sponsor of Relay For Life in *all* newsletters, press releases and other publications.

### **Banner Exposure**

Your company may display a banner at the event.

### **Recognition During the Event**

Your company's name will be mentioned as a Platinum Sponsor during both Opening and Closing Ceremonies, and at other important points during the Relay.

### **Website and Pre-event Recognition**

Your company's support and generous contribution will be noted on the event Website and mentioned at pre-event gatherings.

### **Free Luminaria**

Your company will receive 5 free luminaria in order to honor the life or the memory of special co-workers, friends, or family members who have battled cancer.

### **Free Team**

The registration fee of \$100 will be waived for one team representing your company at the Relay; however, each member is still expected to collect donations for that team.



# Gold Level Sponsor

## \$500

### **T-Shirt Exposure**

Your company **name** will be printed on the back of Relay For Life T-shirts that all participants receive.

### **Program Acknowledgement & Written Exposure**

Your Company will receive one business card size acknowledgement in the Event Program. Your company's name will also appear as a Gold Sponsor of Relay For Life in *all* newsletters.

### **Website and Pre-event Recognition**

Your company's support and generous contribution will be noted on the event Website and mentioned at pre-event gatherings.

### **Recognition During the Event**

Your company's name will be mentioned as a Gold Sponsor during opening ceremonies and at other important points during the Relay.

## Program Sponsor Levels


**\$250 – Full Page**

**\$150 – 1/2 Page**

**\$100 – 1/4 Page**

**\$50 – Business Card Size**

The program will feature all Relay For Life information including the Schedule of Events, Map of Camp-sites, Auction Info, On-site Fundraisers and American Cancer Society Programs and Services. The program will be handed out free of charge to all participants at the event. When submitting program information, please include your business card and/or logo. Acknowledgements can not include special deals, coupons or any other advertisements that may benefit the participant because of IRS regulations for Non-for-Profit Organizations.





# Lebanon Sponsorship Commitment Form

Company/Corporation Name \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Contact Person's Name \_\_\_\_\_

Contact's Phone \_\_\_\_\_

Contact's Email \_\_\_\_\_

Sponsorship/Contribution Level \_\_\_\_\_

Contribution Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return to:**

**American Cancer Society, Attn: Casey Faber • 2808 Reading Rd. • Cincinnati, Ohio 45206**  
**Phone: 888.227.6446, ext. 4215 • Fax: 877.227.2838**