



Relay For Life of Grand Island

2022 Sponsorship Opportunities





Together we can beat cancer.

The American Cancer Society is the largest nonprofit funder of cancer research.



That research has helped lead to more lives saved. In fact, more than 16.9 million people with a history of cancer are alive in the US today.



Since 1991,
**the cancer death rate
has dropped 29%**



That translates to
**more than
2.9 million lives saved.**

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:

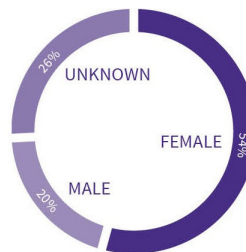
- Generating a more positive corporate image
- ★
- Improving customer loyalty
- ★
- Increasing sales potential



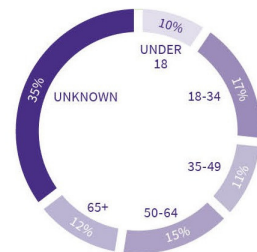
Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

JOIN US TODAY!
RelayForLife.org | 1.800.227.2345

RELAY FOR LIFE PARTICIPANTS ACROSS THE US*



BY GENDER



BY AGE

*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



Presenting Sponsor

\$10,000

- Covers ALL events for the season, Purple Ribbon 5K on 5/22, Taste of Relay 6/18, Father's Day Lawnmower Race 6/19, Luminaria Ceremony 6/19, and Relay Golf Tournament 6/20.
- Sponsor logo included on standard event communication to all participants.
- 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
- TWO tables and a tent at our Taste of Relay Event 6/18
- 2 Candles of Hope at Luminaria Ceremony 6/19
- Signage at all of the above events
- Verbal recognition during your Relay For Life event opening ceremony
- Premier Recognition on your local Relay For Life event Facebook 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

Platinum Sponsor

\$5,000

- Covers ALL events for the season, Purple Ribbon 5K on 5/22, Taste of Relay 6/18, Father's Day Lawnmower Race 6/19, Luminaria Ceremony 6/19, and Relay Golf Tournament 6/20.
- Verbal recognition during your Relay For Life event opening ceremony
- TWO tables and a tent at our Taste of Relay Event 6/18
- A Candle of Hope at Luminaria Ceremony 6/19
- Signage at all of the above events
- Premier Recognition on your local Relay For Life event Facebook 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



Gold Sponsor

\$2,500

- Covers ALL events for the season, Purple Ribbon 5K on 5/22, Taste of Relay 6/18, Father's Day Lawnmower Race 6/19, Luminaria Ceremony 6/19, and Relay Golf Tournament 6/20.
- TWO tables at Taste of Relay 6/18
- 15 Luminarias at Luminaria Ceremony 6/19
- Signage at all of the above events
- Recognition on your local Relay For Life event Facebook timeline with in-feed post and story
- 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
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on all event promotional materials

Silver Sponsor

\$1,000

- 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
- ONE table at Taste of Relay 6/18
- 10 Luminarias at Luminaria Ceremony 6/19
- Signage at all events

Bronze Sponsor

\$500

- Rights to promote sponsorship in company materials with branded image
- ONE table at Taste of Relay 6/18
- 5 Luminarias at Luminaria Ceremony 6/19
- Signage at all events

Signature Sponsor

\$250

- Individual Event Sponsorship of Companies choice
- Signage at selected event, 2 luminarias at Luminaria Ceremony.



RELAY FOR LIFE OF GRAND ISLAND

2022 Sponsorship Commitment Form

Business name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

COMMITMENT LEVEL

- ☐ \$10,000– Presenting ☐ \$2,500 – Gold ☐ \$500 – Bronze
☐ \$5,000 – Platinum ☐ \$1,000 – Silver ☐ \$250 – Signature

METHOD OF PAYMENT

 Only sponsorships received by May 8th will have signage at Purple Ribbon Warrior 5K

- ☐ Enclosed is my sponsorship check in the amount of \$ _____
- ☐ Pay by Credit Card: Visit [Insert Website URL] to pay your sponsorship by credit card using our Event Website.
- ☐ Pay by electronic funds transfer: Reach out to [firstname.lastname@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 dylyn.harrison@cancer.org by May 8th 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
Attention: Relay For Life of Grand Island
SK: RE5G8R
PO Box 10727
Rochester, NY 14610

RelayForLife.org | 1.800.227.2345

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

☐ Not Applicable