



Greetings,

When someone is diagnosed with cancer, it impacts everyone – mothers, daughters, fathers, sons, grandparents, neighbors, and friends. It is a terrible, destructive disease that wreaks havoc on the lives of those we love and care about, and something must be done to stop it.

That's why on **June 23<sup>rd</sup>**, our community will come together at the **Relay For Life of Randolph County** to help the American Cancer Society save lives, celebrate lives, and lead the fight for a world without cancer. As a part of our community, we would be honored to have your company join this year's event as a sponsor.

The Relay For Life movement is the world's largest fundraising event to save lives from cancer. At each event, we celebrate people who have battled cancer, remember loved ones lost, and take action for lifesaving change.

As a sponsor for the walk, your support allows the American Cancer Society to help people facing the disease today, educate people about how to reduce their risk for cancer or detect it early when it's the easiest to treat, and fund cancer research that will help protect future generations. There are also many benefits for your organization.

Enclosed you will find information about sponsorship opportunities for the **Relay For Life event in Randolph County**.

We hope you will join us as a sponsor in 2018!

Sincerely,

Destiny Spradlin, Chair

Maxaline Grimsley, Co-chair

# Presenting Sponsor - \$2,500

## RIGHTS AND BENEFITS

- Speaking opportunity at your local Relay For Life event, during your choice of ceremony
- Opportunity to connect with the community and speak at event 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)
- 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



# 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)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- 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
- 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



## Silver Sponsor - \$1,000

### RIGHTS AND BENEFITS

- 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)
- Recognition in American Cancer Society event news releases
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements

### 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

## Bronze Sponsor - \$500

### RIGHTS AND BENEFITS

- 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

- 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

### 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





AMERICAN CANCER SOCIETY RELAY FOR LIFE®  
RELAY FOR LIFE OF RANDOLPH COUNTY  
SATURDAY JUNE 23RD, 2018  
SPONSORSHIP COMMITMENT FORM

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact name: \_\_\_\_\_

Telephone number (business): \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_ Web address: \_\_\_\_\_

**COMMITMENT LEVEL**

- \$2,500 – Presenting
- \$1,000 – Silver
- \$250 – Signature
- \$1,500 – Gold
- \$500 – Bronze

**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 remittance form 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 return form to the address below:**  
**American Cancer Society**  
**5434 Walsh Lane Suite 100**  
**Rogers, AR 72758**  
**Attention: Relay For Life of Randolph County**

For more information or questions regarding sponsorship levels, please call Lauren Bassie, the American Cancer Society Community Development Manager for Northeast Arkansas, at 870-316-2031 or email at Lauren.Bassie@cancer.org.

