

## Relay For Life



### Sponsorship Opportunities

*Central Indiana Area*

#### ACS Mission Statement

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.



Hope. Progress. Answers.™

800.ACS.2345  
www.cancer.org



## American Cancer Society

# Relay For Life

We invite you to join in our efforts against Cancer

By sponsoring the Relay For Life of Westfield event

Or Joining the Shamrockin' For A Cure Community Team

This 2010 event theme is

### *The Greatest Relay on Earth*

Teams will participate overnight and raise much-needed funds for research, education, advocacy and patient services.

Everyone is encouraged to participate in Relay For Life, including friends, families, businesses, organizations, elementary, middle and high school students, college groups and, most importantly, cancer patients and survivors. The event includes entertainment and family activities.

#### Start a Team Today!

Relay For Life of Westfield  
May 21 - May 22; 4:00pm - 4:00pm  
Westfield High School Football Field  
Vice Chair: Eric Becker  
[ebecker@westfield.in.gov](mailto:ebecker@westfield.in.gov)  
[www.relayforlife.org/westfieldin](http://www.relayforlife.org/westfieldin)

#### Schedule of Ceremonies:

##### Friday, May 21, 2010

4:00pm Relay Begins  
6:00pm Opening Ceremony  
6:30pm Survivor Dinner  
9:30pm Luminaria Ceremony

##### Saturday, May 22, 2010

Midnight Madness!  
9:30am Morning Worship Service  
10:00am Brunch with A Special Guest  
11:00am Fight Back Ceremony  
3:30pm Closing Ceremony

# Sponsorship Opportunities

Your organization's opportunity to save lives, help people in time of need, and empower your community to battle cancer.



## \$5,000 Sponsor

- ◆ The prestigious Society Award to be presented at event
- ◆ Media release about your company's involvement sent to local media
- ◆ Corporate booth/tent set up and manned by sponsor at event
- ◆ Honorary committee position on event planning committee
- ◆ Speaking opportunity at event
- ◆ Company logo on event collateral
- ◆ Company logo on event online honor roll, where applicable
- ◆ Complimentary Workplace Solutions program visit by ACS staff partner
- ◆ Company logo printed on back of event T-shirt
- ◆ Sponsor name listed in event program, where applicable
- ◆ Two (2) two-sided mission delivery sign toppers with company name in text
- ◆ Company logo giveaways pre-approved by ACS and distributed by sponsor
- ◆ Event registration fee waived for four (4) sponsor teams
- ◆ Sponsor name listed on 'thank you' signage at event
- ◆ Receive one (1) event T-shirt and one (1) certificate of participation
- ◆ Sponsor mention at opening and closing ceremonies

## \$2,500 Sponsor

- ◆ Speaking opportunity at event
- ◆ Company logo on event collateral
- ◆ Company logo on event online honor roll, where applicable
- ◆ Complimentary Workplace Solutions program visit by ACS staff partner
- ◆ Sponsor name listed in event program, where applicable
- ◆ Company logo printed on back of event T-shirt
- ◆ Two (2) two-sided mission delivery sign toppers with company name in text
- ◆ Company logo giveaways pre-approved by ACS and distributed by sponsor
- ◆ Event registration fee waived for two (2) sponsor teams
- ◆ Sponsor name listed on 'thank you' signage at event
- ◆ Receive one (1) event T-shirt and one (1) certificate of participation
- ◆ Sponsor mention at opening and closing ceremonies

## \$1,000 Sponsor

- ◆ Company logo printed on back of event T-shirt
- ◆ One (1) two-sided mission delivery sign topper with company name in text
- ◆ Company logo giveaways pre-approved by ACS and distributed by sponsor
- ◆ Event registration fee waived for one (1) sponsor team
- ◆ Sponsor name listed in event program, where applicable
- ◆ Sponsor name listed on 'thank you' signage at event
- ◆ Receive one (1) event T-shirt and one (1) certificate of participation
- ◆ Sponsor mention at opening and closing ceremonies

## \$500 Sponsor

- ◆ Company name printed in text on back of event T-shirt
- ◆ Sponsor name listed in event program, where applicable
- ◆ Sponsor name listed on 'thank you' signage at event
- ◆ Receive one (1) event T-shirt and one (1) certificate of participation
- ◆ Sponsor mention at opening and closing ceremonies

## \$250 Sponsor

- ◆ Sponsor name listed in program, where applicable
- ◆ Sponsor name listed on 'thank you' signage at event
- ◆ Receive one (1) event T-shirt and one (1) certificate of participation
- ◆ Sponsor mention at opening and closing ceremonies

*"The ultimate accountability and stewardship question is not how much it costs us to raise a dollar, nor how much research we have funded. It is rather how many people we have helped face cancer and how many lives saved."*

**- John R. Seffrin, PhD**  
CEO, American Cancer Society

## In-Kind Sponsorship

- ◆ Relay For Life in-kind sponsorship refers to donations of goods instead of cash.
- ◆ According to IRS regulations, establishing a dollar value on donated items is the exclusive responsibility of the donor.
- ◆ Donated services are not tax-deductible.
- ◆ In-kind donation values are the cost to the donor, not what would be charged for the donated item.
- ◆ Proof of cost will be required and the in-kind sponsorship level will be based on the actual cost of the donation to the donor.
- ◆ In-kind sponsors donating goods or services receive recognition at the level of sponsorship equal to the value of the donation.
- ◆ Your contribution is tax-deductible to the extent allowed by law.



## Celebrate Remember Fight Back

### What Is Relay?

Relay For Life is the American Cancer Society's signature activity, offering everyone in a community an opportunity to participate in the fight against cancer. Teams of people camp out at a local high school, park, or fairground and take turns walking or running around a track or path. Even though Relay is an overnight, non-competitive event, each team is asked to have a member on the track at all times. Teams have fun while raising much-needed funds to fight cancer, and raise awareness of cancer prevention and treatment. Relay For Life brings together millions of people from all walks of life – friends, family, co-workers, caregivers – all with the common goal of eliminating cancer. No matter who you are, there's a place for you at Relay.

### Why Relay?

The power of Relay is that it allows a community to grieve for those lost to cancer and to celebrate the lives of those who have survived. For the newly diagnosed, Relay offers an opportunity to meet someone who has survived the same type of cancer. For the cancer patient in treatment, Relay provides an opportunity to share with others. For the long-term survivor, Relay brings a community's recognition of the struggle and closure to a trying time in life. Caregivers also find hope in Relay For Life. These individuals give their time, love and support to friends, family and neighbors who face cancer. At Relay, everyone understands the challenges and joys of being a caregiver. There is peace of mind knowing that together we can face the challenges ahead. Your company's opportunity to save lives, help people in time of need, and empower your community to battle cancer.

The American Cancer Society is accelerating the progress against cancer in your community by:

### • Saving lives

- Lifesaving treatments developed thanks in part to Society funding
- Prevention/Early Detection testing developed thanks in part to Society funding

### • Helping people with cancer

- Society Call Center (1.800.ACS.2345)
- Society Web site ([www.cancer.org](http://www.cancer.org))
- Society programs/services (Road to Recovery<sup>SM</sup>, Reach to Recovery<sup>®</sup>, Look Good...Feel Better<sup>®</sup>, Cancer Survivors Network<sup>®</sup>, I Can Cope<sup>®</sup>, Hope Lodge<sup>®</sup>, Man to Man<sup>®</sup>, etc.)

### • Empowering all to fight back against cancer

- Involved in Society advocacy efforts (ACS CAN, Celebration on the Hill, etc.)
- Involved in Relay For Life<sup>®</sup>, Making Strides Against Breast Cancer<sup>®</sup>, or Daffodil Days<sup>®</sup>



American Cancer Society Relay For Life Sponsorship Commitment Form

Relay For Life Location(s): \_\_\_\_\_ Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

Type of Sponsorship

Relay For Life Corporate Sponsorship                       Relay For Life In-Kind Sponsorship Description:  
Sponsorship Level Name & Amount: \_\_\_\_\_  
Retail Value: \_\_\_\_\_ Value/Cost to Sponsor: \_\_\_\_\_  
Method to provide company logo (if applicable): \_\_\_\_\_

Electronic files are best. Ideal is a black and white high resolution jpeg or tif file.  
\$1000 sponsor or above  Send request for electronic file to the following e-mail address: \_\_\_\_\_

Method of Payment:

Check enclosed (payable to the American Cancer Society)     Please send invoice to address  
 Visa     Mastercard     American Express

Name on Account: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
Account Number: \_\_\_\_\_ Expiration: \_\_\_\_\_ 3-digit Code: \_\_\_\_\_  
Please clearly print company name exactly as it should appear on event materials (if applicable): \_\_\_\_\_  
Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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