



Relay For Life of Polk County

2024 Sponsorship Opportunities



RelayForLife.org | 1.800.227.2345

Ending cancer takes a team.

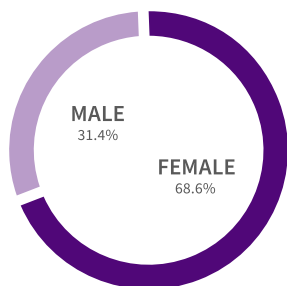


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.

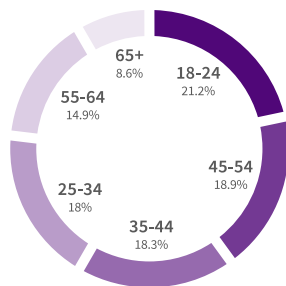


Relay For Life participants across the US*

*percentage per total respondents

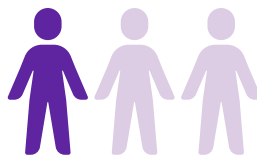


BY GENDER



BY AGE

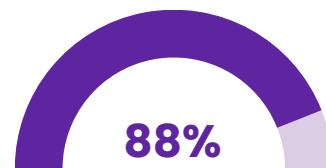
3.5 million lives saved since 1991.



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

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!

2024 Sponsorship Amenities

Presenting Sponsor



- 2024 Relay For Life presented by “Your Company” on event website.
- Logo on event website home page & sponsor page with link to your company website
- Logo on all digital and printed materials
- Logo on social media post to Facebook



- 2023 Relay For Life presented by “Your Company” in announcement press release and throughout the Relay season in print, digital and radio promotion
- Logo on social media (multi sponsor banner, 2 recognition posts on social media timeline(s) with logo and company link, 4 Mission Monday co sponsored posts)
- Opportunity for company employee to serve on Event Leadership Team or Honorary Event Lead



- Promotional 10 x 20 space at your local Relay For Life event for your branded tent(s), with an opportunity to provide ACS approved giveaways
- Opportunity to speak from the stage during event kickoff
- Cobranded multi sponsor banner provided by ACS for stage
- Company provided banner for festival area
- Company logo featured on (2) 4 foot purple ribbon signs

Commitment Value \$10,000

2024 Sponsorship Amenities

Platinum Sponsor



- Logo on event website home page & sponsor page with link to your company website
- Logo on all digital and printed materials
- Logo on social media post to Facebook



- 4 social media posts with link to your company website 2 recognition posts on social media timeline(s) with logo and company link; first upon receiving commitment form, second post event
- Logo on all digital and printed materials
- Opportunity for company employee to serve on Event Leadership Team



- Company provided banner in festival area
- Multi sponsor banner provided by ACS for stage
- Company logo featured on (1) 4 foot purple ribbon sign
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$7,000

2024 Sponsorship Amenities

Gold Sponsor



- Logo on event website home page & sponsor page with link to your company website
- Logo on all digital and printed materials
- Logo on social media post to Facebook



- 2 recognition posts on local social media timeline(s) with logo and company link
- All digital and printed materials
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- Multi sponsor banner provided by ACS for stage
- Company provided banner in festival area
- Company logo on one (2) co branded track markers
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$5,000

2024 Sponsorship Amenities

Silver Sponsor



- Name on sponsor page with link to your company website
- Name on all digital and printed materials
- Logo on social media post to Facebook



- 2 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- Multi sponsor banner provided by ACS for stage
- Company provided banner in festival area
- Company logo on one (1) co branded track markers
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$2,000

2024 Sponsorship Amenities

Survivor Sponsor – EXCLUSIVE



- Name on website sponsor page with link to your company website
- 1 recognition post on social media timeline(s) with logo and company link
- Company logo on two (2) social media posts for Cancer Survivor Day, Sunday June 5, 2022
- Name on all digital materials



- 1 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- ACS provided banner in Survivor Reception tent
- Company logo on one (1) co-branded track marker
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$2,000

2024 Sponsorship Amenities

Luminaria Sponsor – EXCLUSIVE



Digital

- Name on website sponsor page with link to your company website
- Facebook post of the Luminaria Ceremony on the day of the event.
- Name on all digital materials



Media/Promotional

- 1 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



Day-of Experience

- Verbal recognition during Relay opening ceremony
- Multi-sponsor banner provided by ACS for stage
- Company provided banner in festival area
- Company logo on one (1) co-branded track marker
- Exclusive co-branded signage at the Luminaria Booth
- Opportunity to speak at the Luminaria Ceremony

Commitment Value \$1,500

2024 Sponsorship Amenities

Bronze Sponsor



- Name on sponsor page with link to your company website



- 1 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- Multi sponsor banner provided by ACS for stage
- Company provided banner in festival area
- Company logo on one (1) co branded track markers
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$1,000

2024 Sponsorship Amenities

Kid Zone Sponsor – EXCLUSIVE



- Name on website home sponsor page with link to your company website



- 1 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- Multi sponsor banner provided by ACS for stage
- Company provided banner in festival area
- Company logo on one (1) co branded track marker
- Opportunity for staff to host a co-branded Kids Zone with ACS approved activities

Commitment Value \$1,000

2024 Sponsorship Amenities

Hope Sponsor



- Name on website sponsor page with link to your company website
- 1 recognition post on social media timeline(s) with logo and company link



- 1 recognition posts on local social media timeline(s) with logo and company link
- Opportunity for company employee to serve on Event Leadership Team



- Verbal recognition during Relay opening ceremony
- Company logo on one (1) co-branded track marker
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$250

2024 Sponsorship Amenities

Track Marker Sponsorship



- 1 recognition post with recognition as a Track Marker Sponsor on social media timeline(s) with logo and company link



- Opportunity for company employee to serve on Event Leadership Team



- Company logo on one (1) co-branded track marker
- Opportunity for event space by creating a general Relay For Life employee fundraising team

Commitment Value \$100



Polk County Relay For Life



2024 Sponsorship Commitment Form

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Fax number: _____

Email: _____ Web address: _____

COMMITMENT LEVEL

- Commitment level options: \$10,000 - Presenting (1), \$7,000 - Platinum, \$5,000 - Gold, \$2,000 - Silver, \$1,000 - Bronze, \$2,000 - Survivor, \$1,500 - Luminaria, \$1,000 - Kid Zone, \$250 - Hope, \$100 - Track Marker

METHOD OF PAYMENT

- Payment methods: Enclosed is my check in the amount of \$ _____, 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 amanda.dreszer@cancer.org by February 15, 2024, 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 ATTN: Relay For Life of Polk CZWZVP PO Box 2438 Kennesaw, GA 30156

Name of team or individual to be credited with this Sponsorship: _____ [] Not Applicable