



Relay For Life Across the Greater Valley, CA

# 2021 Partnership 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:

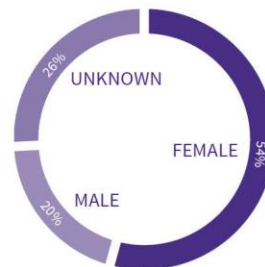
- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential



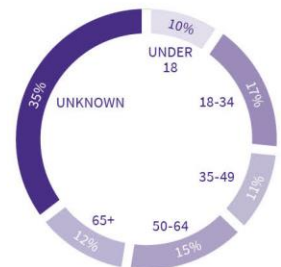
Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

**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



# Partnership Opportunities at a Glance

PARTNER BENEFIT	PRESENTING \$20,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	SIGNATURE \$1,000
Employee engagement opportunity through custom company kickoff for your Relay For Life team	✓					
Speaking opportunity during your local Relay For Life event	✓					
Television and radio interview opportunities	✓					
Partner logo featured on all post-event thank-you emails	✓					
Co-branded social media frames and cover photos made available to all event participants	✓					
Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)	✓	✓				
Access to American Cancer Society workplace wellness offerings	✓	✓				
Verbal recognition during your Relay For Life event opening ceremony	✓	✓				
Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways	✓	✓				
Company representative invitation to other American Cancer Society VIP functions in your community	✓	✓				
Premier Recognition on your local Relay For Life event Facebook and Instagram timelines with in-feed post and story	✓	✓	✓			
Partner logo featured on all event promotional materials	✓	✓	✓			
Recognition in ACS event news releases	✓	✓	✓			
Rights for you to promote partnership in other publication with co-branded ad (ad templates provided by ACS)	✓	✓	✓			
Partner logo placement on co-branded event signage on banners, track signs, and video where applicable	✓	✓	✓			
Rights to promote partnership in company materials with branded image	✓	✓	✓	✓		
Partner logo featured on the home page of your local Relay For Life event website with link to your company website	✓	✓	✓	✓		
Year-round opportunities to engage with participants including representation on the Event Leadership Team	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	✓	✓	✓

The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.

# Presenting Partner

\$20,000

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life event
- Television and radio interview opportunities
- Partner logo featured on all post-event thank-you emails
- Co-branded social media frames and cover photos made available to all event participants
- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Partner logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote partnership in other publication with co-branded ad (ad templates provided by ACS)
- Partner logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote partnership in company materials with branded image
- Partner logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Platinum Partner

\$10,000

- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Partner logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote partnership in other publication with co-branded ad (ad templates provided by ACS)
- Partner logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote partnership in company materials with branded image
- Partner logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Gold Partner

\$7,500

- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Partner logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote partnership in other publication with co-branded ad (ad templates provided by ACS)
- Partner logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote partnership in company materials with branded image
- Partner logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Silver Partner

\$5,000

- Rights to promote partnership in company materials with branded image
- Partner logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Bronze Partner

\$2,500

- Rights to promote partnership in company materials with branded image
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Signature Partner

\$1,000

- Year-round opportunities to engage with participants including representation on the Event Leadership Team



# 2021 Partnership Commitment Form

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

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

## COMMITMENT LEVEL

- \$20,000 – Presenting       \$7,500 – Gold       \$2,500 – Bronze
- \$10,000 – Platinum       \$5,000 – Silver       \$1,000 – Signature

## METHOD OF PAYMENT

Enclosed is my partnership 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: \_\_\_\_\_

Pay by electronic funds transfer. (Reach out to [Julie.clark@cancer.org](mailto:Julie.clark@cancer.org) to set up payment.)

Please send invoice to: \_\_\_\_\_

We are unable to be a designated Relay For Life partner this year, but enclosed is our donation of \$ \_\_\_\_\_

Partner signature: \_\_\_\_\_ Date: \_\_\_\_\_

**(Please sign and retain a copy for your records.)**

Please email an **EPS logo and JPG logo** to [Julie.clark@cancer.org](mailto:Julie.clark@cancer.org) as soon as possible 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 note: The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.

Due to temporary operational limitations during the Covid-19 pandemic, we ask that your donation be routed to the address below or donate directly online at [www.relayforlife.org/ratgvca](http://www.relayforlife.org/ratgvca)

**Please return form to the address below:**  
**American Cancer Society**  
**100 Corporate Pointe #350, Culver City, CA 90230**  
**Attention: Relay For Life Across the Greater Valley (HFJ2QF)**  
**RelayForLife.org | 1.800.227.2345**

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

\_\_\_\_\_  Not Applicable

American Cancer Society, Inc.  
 Federal Tax ID #13-1788491  
 Organized under IRC 501(c)(3)