



RELAY FOR LIFE OF GREATER SHELBY TOWNSHIP 2023 Sponsorship Opportunities



Together we can beat cancer.



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.

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

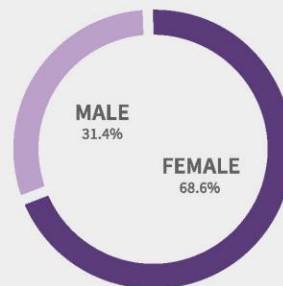
Benefits can include:

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

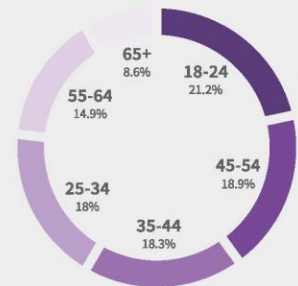
Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

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

★ 3.5 MILLION LIVES SAVED SINCE 1991. ★



2023 Sponsorship Benefits



PRESENTING \$5,000+

- Naming rights on event website homepage: “Relay For Life of Greater Shelby Township Presented by (Your Company)”
- Company logo featured on static Facebook banner to be featured on Relay For Life page during the month of the event.
- Opportunity to address Relay For Life constituents live or through a pre-recorded video to be featured on social channels.
- Logo displayed on 5’ Relay For Life Ribbon Sign.
- Verbal recognition during Relay For Life Opening Ceremony.
- Promotional space during the event with an opportunity to provide approved giveaways.
- Five Mission Monday co-sponsored Facebook posts.
- Opportunity to display one company provided sign at event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- Sponsor name featured on the home page of your local Relay For Life event website with link to your company website.
- Company logo featured on digital purple ribbon sign; electronic version will be provided to company to use on their social channels.
- Rights to promote sponsorship on company materials with ACS branded logos.
- Relay For Life window cling.

PLATINUM \$2,500-\$4,999

- Three Mission Monday co-sponsored Facebook posts.
- Opportunity to address Relay For Life constituents live or through a pre-recorded video to be featured on social channels.
- Logo displayed on 5’ Relay For Life Ribbon Sign.
- Verbal recognition during Relay For Life Opening Ceremony.
- Promotional space during the event with an opportunity to provide approved giveaways.
- Opportunity to display one company provided sign at event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- Sponsor name featured on the home page of your local Relay For Life event website with link to your company website.
- Company logo featured on digital purple ribbon sign; electronic version will be provided to company to use on their social channels.
- Rights to promote sponsorship on company materials with ACS branded logos.
- Relay For Life window cling.

GOLD \$1,500-\$2,499

- Opportunity to address Relay For Life constituents live or through a pre-recorded video to be featured on social channels.
- Logo displayed on 5’ Relay For Life Ribbon Sign.
- Two Mission Monday co-sponsored Facebook posts.
- Opportunity to display one company provided sign at event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- Sponsor name featured on the home page of your local Relay For Life event website with link to your company website.
- Company logo featured on digital purple ribbon sign; electronic version will be provided to company to use on their social channels.
- Rights to promote sponsorship on company materials with ACS branded logos.
- Recognition on local social media platforms.
- Relay For Life window cling.

2023 Sponsorship Benefits



SILVER \$1,000 - \$1,499

- Two Mission Monday co-sponsored Facebook posts.
- Opportunity to display one company provided sign at event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- Sponsor name featured on the home page of your local Relay For Life event website with link to your company website.
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to company to use on their social channels.
- Rights to promote sponsorship on company materials with ACS branded logos.
- Recognition on local social media platforms.
- Relay For Life window cling.
- Name displayed on two co-branded track signs at event.

BRONZE \$500 - \$999

- Opportunity to display one company provided sign at event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- One Mission Monday co-sponsored Facebook post.
- Sponsor name featured on the home page of your local Relay For Life event website.
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to company to use on their social channels.
- Recognition on local social media platforms.
- Relay For Life window cling.
- Name displayed on two co-branded track signs at event.

SIGNATURE \$250 - \$499

- Sponsor name featured on the home page of your local Relay For Life event website.
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to company to use on their social channels.
- Recognition on local social media platforms.
- Relay For Life window cling.
- Name displayed on one co-branded track sign at event.

PURPLE CHAIR SPONSOR **\$1,500 (ONLY 1 AVAILABLE)**

- Company logo attached to the large purple inflatable chair at the event.
- Opportunity to provide a graphic for our Facebook Feed and Relay For Life Event Website.
- Sponsor name featured on the home page of your local Relay For Life event website with link to your company website.

TRACK SPONSOR \$100

- Company name displayed on one co-branded track sign at event .

MEMORIAL SIGN \$100

- Your loved one’s name featured on one track sign at the event.



RELAY FOR LIFE OF GREATER SHELBY TOWNSHIP 2023 Sponsorship Commitment Form

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

Commitment Level

- \$5,000 PRESENTING \$1,000 SILVER \$100 TRACK
- \$2,500 PLATINUM \$500 BRONZE \$100 MEMORIAL
- \$1,500 GOLD \$250 SIGNATURE \$1,500 PURPLE CHAIR SPONSOR (ONLY 1 AVAILABLE)

Method of Payment **To receive all benefits, payment and commitment form must be received by April 24, 2023**

- Enclosed is my sponsorship check in the amount of \$ _____
- Pay by electronic funds transfer. (Reach out to April.Busch@cancer.org to set up payment.)
- Pay by Credit Card – Visit RelayForLife.org/ShelbyTownshipMI to pay your sponsorship by credit card using our Event Website.
- 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 a **PNG or JPG logo** to April.Busch@cancer.org by April 24, 2023 to ensure high-quality printing. Send the 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
Greater Shelby Township
SK: UJ3X22
PO Box 10069
Detroit, MI 48210**

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

_____ Not Applicable

RelayForLife.org | 1.800.227.2345

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