



# Relay For Life of Central & Northern Delaware

## SPONSORSHIP OPPORTUNITIES



September 13, 2025  
Community Connection Church  
4744 Summit Bridge Road  
Middletown, Delaware



The American Cancer Society is a 501(c)(3) organization.  
Tax ID number 13-1788491.



# 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:

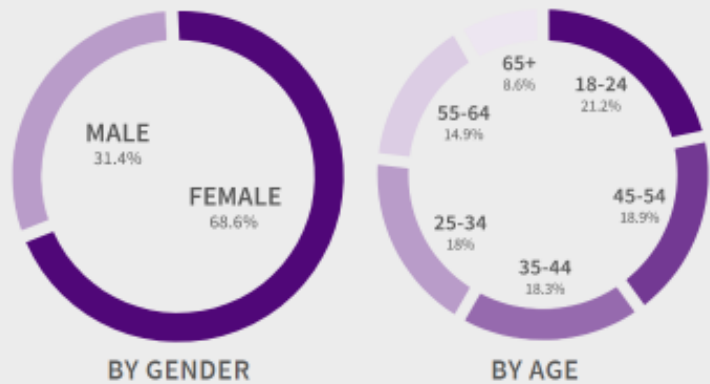
- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

### 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.

## RELAY FOR LIFE PARTICIPANTS ACROSS THE US\*



\*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. ★

## Your sponsorship helps save lives!

Through your sponsorship you are joining us in the fight for a world without cancer. The American Cancer Society is dedicated to improving and saving lives from every type on cancer in every community. Please read the below information on the rights, benefits, and brand recognition that comes with your sponsorship commitment.

## \$20,000 Presenting Sponsor

- Website to be listed as "Relay For Life of Central & Northern Delaware presented by" Your Company Name\*
  - Logo marked with presenting sponsor on all promotional materials\*
  - Logo marked with presenting sponsor on all emails sent pre-event\*
  - Speaking opportunity during the opening ceremony of the event to share why you and your company Relay!
  - Opportunity to display one banner (provided by your company) at the event. Banner must be approved by the American Cancer Society.
  - Complimentary promotional space at your local event with an opportunity to provide giveaways (must be approved by the American Cancer Society).
  - Company logo on the sponsor page of your local event.
  - 5 Foot Ribbon Sign with Company logo to be displayed at local event.
  - Three social media posts recognizing your company's sponsorship of the event.
  - Company name on the Sponsorship section of Relay For Life website.
  - Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
  - Certificate of Appreciation awarded during the event.
  - Opportunity to participate in the sponsor recognition lap during your event.
- \* To receive those benefits the commitment must come prior to April 30, 2022

## \$10,000 Diamond Sponsor

- Company sign will be posted as one of the following: inflatables sponsor, Hope Sign Sponsor, Cure Sign Sponsor
- Speaking opportunity at start of luminaria ceremony of the event to share why you and your company Relay!
- Opportunity to display one banner (provided by your company) at the event. Banner must be approved by the American Cancer Society.
- Complimentary promotional space at your local event with an opportunity to provide giveaways (must be approved by the American Cancer Society).
- Company logo on the sponsor page of your local event.
- 5 Foot Ribbon Sign with Company logo to be displayed at local event.
- Three social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.

## \$5,000 Purple Sponsor

- Speaking opportunity during the closing ceremony of the event to share why you and your company Relay!
- Opportunity to display one banner (provided by your company) at the event. Banner must be approved by the American Cancer Society.
- Complimentary promotional space at your local event with an opportunity to provide giveaways (must be approved by the American Cancer Society).
- Company logo on the sponsor page of your local event.
- 5 Foot Ribbon Sign with Company logo to be displayed at local event.
- Three social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.

## \$2,500 Platinum Sponsor

- Opportunity to display one banner (provided by your company) at the event. Banner must be approved by the American Cancer Society.

- Complimentary promotional space at your local event with an opportunity to provide giveaways (must be approved by the American Cancer Society).
- Company logo on the sponsor page of your local event.
- 5 Foot Ribbon Sign with Company logo to be displayed at local event.
- Two social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.

## \$1,500 Gold Sponsor

- Complimentary promotional space at your local event with an opportunity to provide giveaways (must be approved by the American Cancer Society).
- Company logo on the sponsor page of your local event.
- 5 Foot Ribbon Sign with Company logo to be displayed at local event.
- Two social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.

## \$1,000 Silver Sponsor

- Company logo on the sponsor page of your local event.
- 5 Foot Ribbon Sign with Company logo to be displayed at local event.
- Two social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.

## \$500 Bronze Sponsor

- Two social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Logo on the Facebook Relay For Life event page cover photo (updated monthly through August with additional sponsors)
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.
- One Proud Sponsor signs with company logo/name

## \$250 Signature Sponsor

- One social media posts recognizing your company's sponsorship of the event.
- Company name on the Sponsorship section of Relay For Life website.
- Certificate of Appreciation awarded during the event.
- Opportunity to participate in the sponsor recognition lap during your event.
- One Proud Sponsor signs with company logo/name

## \$100 Hope Sponsor

- One Mission Sign
- Certificate of Appreciation awarded during the local event.
- Opportunity to participate in the sponsor recognition lap during your local event.

**AMERICAN CANCER SOCIETY RELAY FOR LIFE®**  
**SPONSORSHIP COMMITMENT FORM**  
**RELAY FOR LIFE OF CENTRAL & NORTHERN DELAWARE**

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Contact Email: \_\_\_\_\_

**Commitment Level:**

- |  |  |
|--|--|
| <input type="checkbox"/> \$20,000 Presenting Sponsor | <input type="checkbox"/> \$1,000 Silver Sponsor  |
| <input type="checkbox"/> \$10,000 Diamond Sponsor    | <input type="checkbox"/> \$500 Bronze Sponsor    |
| <input type="checkbox"/> \$5,000 Purple Sponsor      | <input type="checkbox"/> \$250 Signature Sponsor |
| <input type="checkbox"/> \$2,500 Platinum Sponsor    | <input type="checkbox"/> \$100 Hope Sponsor      |
| <input type="checkbox"/> \$1,500 Gold Sponsor        |  |

**Method of Payment:**

- Enclosed is my sponsorship check in the amount of \$\_\_\_\_\_ Check # \_\_\_\_\_
- 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 Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Please sign and retain a copy for a records)

Please email a high resolution logo to [relaydelaware@gmail.com](mailto:relaydelaware@gmail.com) ensure high quality printing. Note, submitting a low resolution logo may require text to be used instead to maintain quality.



**Please return form to the address below:**  
**American Cancer Society**  
**Attention: Relay For Life of Central & Northern Delaware**  
**128 Laks Drive, Middletown, Delaware 19709**

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

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