



Making Strides Against Breast Cancer
of Greater Charlotte

2024 Sponsorship Levels



Saturday, October 19, 2024
Symphony Park - Southpark | Charlotte, NC

Rebecca Bross | Senior Development Manager
rebecca.bross@cancer.org | 704-553-5352

MakingStridesWalk.org | 1.800.227.2345

Your partnership saves lives.



Making Strides is the nation's leading breast cancer movement, uniting communities to help end breast cancer as we know it, for everyone.

We are the movement.

Over the past two decades, our 3- to 5-mile walks have collectively grown into the nation's largest and most impactful breast cancer movement.

We are the hope.

Since 1993, American Cancer Society Making Strides Against Breast Cancer® events have celebrated survivors and thrivers, bringing people together to help end cancer as we know it, for everyone.

We are the future.

Making Strides Against Breast Cancer funds lifesaving breast cancer research and is committed to advancing health equity. It is our belief that all people have a fair and just opportunity to live a longer, healthier life free from breast cancer.

The American Cancer Society is the only organization that puts 100+ years of lifesaving experience to work for people with breast cancer and their families.

With your help, we ...

 **Launch breakthrough research**

 **Create empowering resources for people to outsmart cancer**

 **Enable local communities to support those affected by cancer**

 **Convene powerful activists to create awareness and impact**



Campaign Details

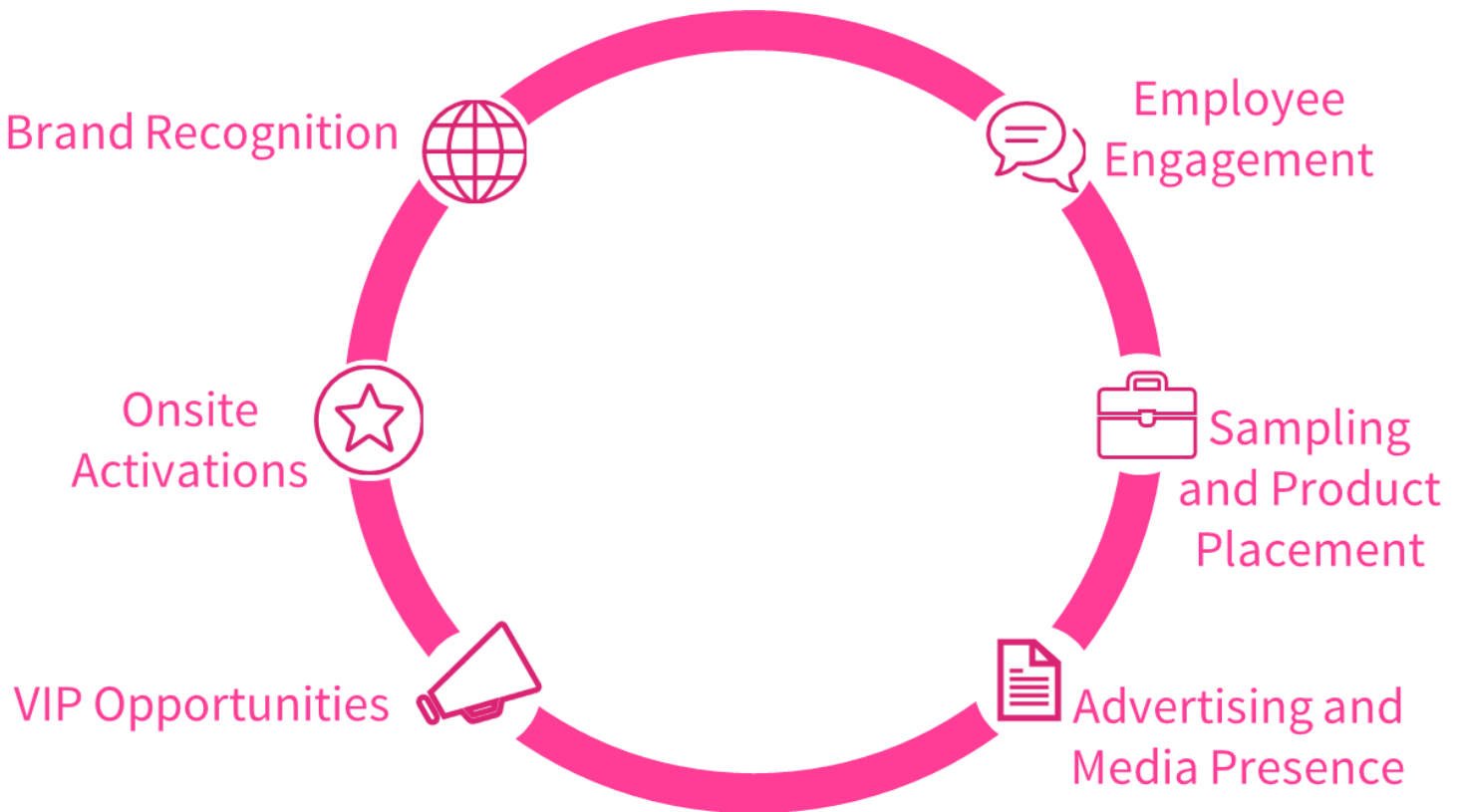
2022

2023

Activation/Campaign Snapshot

Number of Registered Participants	1596	1870
On-Event participant total	3500	5000
Number of Teams	247	295
Dollars raised	\$392,058	\$384,834

Sponsorship Opportunities



2024 Sponsorship Levels

Level	Sponsorships Available
Presenting (\$35,000)	One Available
Flagship (\$20,000)	Multiple Available *Combination of corporate and team fundraising dollars
Platinum (\$10,000)	Multiple Available
Gold (\$7,500)	Start/Finish Line
	Health Equity
	Stage Sponsor
	Survivor/Thriver Tent
Silver (\$5,000)	Information Tent
	Big Pink Chair
	Selfie Station
	Kids Zone
	Pink Out Zone
Bronze (\$2,500)	Memory Mile
	Path of Hope
	Kick-Off Event
	After Party Sponsor
	Resource Row
	Mission Moment
	Hope Wall
	Fitness- Warm- up
Refreshments - Food Zone	
Water Stops (\$1,500)	Two available
Route (\$1000)	Multiple Available

Making Strides of Greater Charlotte



2024 Sponsorship Benefits

SPONSOR BENEFIT	PRESENTING \$35,000	FLAGSHIP \$20,000	PLATINUM \$10,00	GOLD \$7,500	SILVER \$5000	BRONZE \$2,500	WATER STOP \$1,500	ROUTE \$1000
Naming rights on event website homepage: "Making Strides Against Breast Cancer of (Area Name), Presented by (Your Company)"	✓							
Company name featured on all local event promotional materials.	✓	✓	✓					
Employee engagement opportunity through custom company kickoff for your Making Strides team.	✓	✓	✓					
Provide unique sponsor recognition or sponsor incentive item as part of a social media campaign challenge.	✓	✓	✓					
Co-Branded company banner to be displayed at the event.	✓	✓	✓	✓				
Company logo featured on Pink Ribbon sign. Can be displayed at business or event.	✓	✓	✓	✓				
Opportunity to address constituents live or through a pre-recorded video to be featured on Making Strides social channels.	✓	✓	✓	✓				
Opportunity to display Pink Chair at your business for one day.	✓	✓	✓	✓	✓			
Rights for company to promote sponsorship in outside publications with co-branded ad (ad templates provided by ACS).	✓	✓	✓	✓	✓			
Opportunity to collaborate on video for use on both ACS and sponsor social channels.	✓	✓	✓	✓	✓			
Recognition on a case-by-case basis on state or major market social media pages.	✓	✓	✓	✓	✓	✓		
Logo on Proud Supporter Route Sign at event.	✓-5	✓-5	✓-4	✓-3	✓-2	✓-1		
Mission Monday co-sponsored posts.	✓-5	✓-5	✓-4	✓-3	✓-2	✓-1		
ACS support in developing co-branded social campaign and execution.	✓	✓	✓	✓	✓	✓		
Right to use ACS event logo on company website and social platforms with messaging relating to your partnership.	✓	✓	✓	✓	✓	✓		
Tent at event (provided) or promotional space with table (provided).	✓-tent	✓-tent	✓-tent	✓-table	✓-table			
Opportunity to distribute ACS-approved company products or materials.	✓	✓	✓	✓	✓	✓	✓	
Logo inclusion in monthly emails to registered participants.	✓	✓	✓	✓	✓	✓	✓	✓
Team Toolkit provided.	✓	✓	✓	✓	✓	✓	✓	✓
Company logo featured on homepage and/or sponsor page of the event website.	✓	✓	✓	✓	✓	✓	✓	✓
Recognition (includes company logo) across social media platforms for local Making Strides event.	✓	✓	✓	✓	✓	✓	✓	✓
Company name mention on walk day schedule of events.	✓	✓	✓	✓	✓	✓	✓	✓
Verbal recognition from the stage the day of the walk.	✓	✓	✓	✓	✓	✓	✓	✓
Name/logo recognition during sponsor shout-out.	✓	✓	✓	✓	✓	✓	✓	✓
Company name/logo featured on all-sponsor thank-you post/video.	✓	✓	✓	✓	✓	✓	✓	✓