



Relay For Life of Frederick County -May 16th -17th, 2025

2025 Sponsorship Opportunities



RelayForLife.org | 1.800.227.2345

Karen.Wolcott@cancer.org

301-639-9841

Ending cancer takes a team.

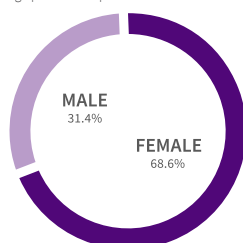


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.

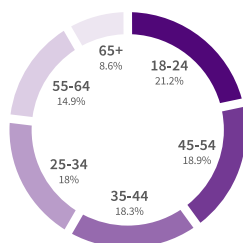


Relay For Life participants across the US*

*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.*



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!

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Presenting Sponsor

\$15,000

- Naming rights on event website homepage: “Relay For Life of Frederick County, Presented by (Your Company)”
- Sponsor logo included on standard event communication to all participants
- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life event
- Sponsor 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)
- 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 & Instagram timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on track signs, and video where applicable
- Sponsor logo placement on co-branded 5 foot Purple Ribbon
- Rights to promote sponsorship in company materials with branded image
- Sponsor 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 Sponsor

\$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)
- 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 & Instagram timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on track signs, and video where applicable
- Sponsor logo placement on co-branded 5 foot Purple Ribbon
- Rights to promote sponsorship in company materials with branded image
- Sponsor 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



Sponsorship Opportunities

Gold Sponsor

\$7,500

- Premier Recognition on your local Relay For Life event Facebook & Instagram timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on track signs, and video where applicable
- Sponsor logo placement on co-branded 5 foot Purple Ribbon
- Rights to promote sponsorship in company materials with branded image
- Sponsor 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 Sponsor

\$5,000

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo placement on co-branded 5 foot Purple Ribbon
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Premier Recognition on your local Relay For Life event Facebook & Instagram timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials and recognition in ACS event news releases

Purple Chair Sponsor

\$3,000

- Rights to promote sponsorship in company materials with branded image
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Premier Recognition on your local Relay For Life event Facebook & Instagram timeline with in-feed post and story
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo placement on banner to be hung on the Purple Chair

Start Line Sponsor

\$2,500

- Rights to promote sponsorship in company materials with branded image
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo placement on co-branded Start Line Banner



Sponsorship Opportunities

Signature Sponsor

\$1,000

- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Right to promote sponsorship in company materials with branded images
- Sponsor logo placement on co-branded event track signs

HOPE Sponsor

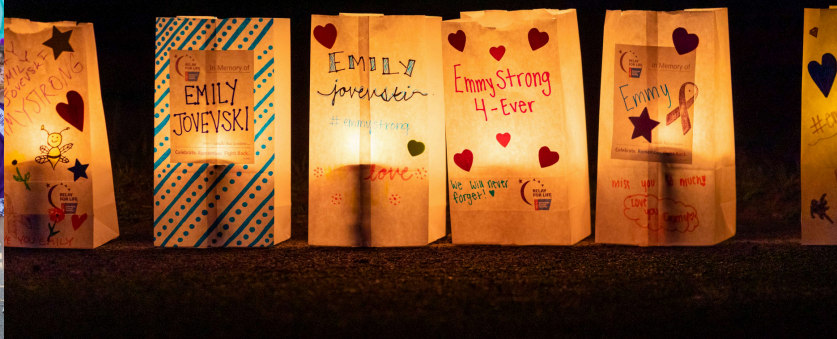
\$500

- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo placement on co-branded event track signs

Proud Sponsor

\$250

- Sponsor logo placement on co-branded event track signs



Relay For Life of Frederick County May 16th-17th, 2025



2025 Sponsorship Commitment Form

Business name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

Commitment Level

- \$15,000– Presenting
- \$10,000 –Platinum
- \$7,5000– Gold
- \$5,000 -Silver
- \$3,000 –Purple Chair
- \$2,500 –Start Line
- \$1,000 –Signature
- \$500 –HOPE
- \$250 -PROUD

Method of Payment To receive all benefits, payment is due by April 15, 2025

Enclosed is my sponsorship check in the amount of \$ _____

Pay by Credit Card: Visit www.relayforlife.org/frederickmd 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 an EPS logo and JPG logo to Karen.Wolcott@cancer.org by April 15, 2025 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
Attention: Relay For Life of Frederick County
SK: YQAGCG
PO Box 18090
Middle River, MD 21220



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

Not Applicable

RelayForLife.org | 1.800.227.2345

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

American Cancer Society, Inc.
Federal Tax ID #13-178849-1
Organized under IRC 501 (c)(3)

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