



Greater Central Valley

2025

SPONSORSHIP OPPORTUNITIES

\$10,000

Presenting Sponsor

Naming rights, Team T-Shirts, Your logo everywhere!

\$7,500

Team of Champions

Team T-Shirts, Your logo everywhere!

\$5,000

Chair of Champions

Big purple chair at your company + logo exposure!

\$3,000

Survivors and Caregivers

You are associated with the heart of our event!

\$2,500

Stage or Registration

Decorate your area with custom banner and logo!

\$1,000

Hero of Hope

Social media and event website exposure!

\$500

Purple Pacesetter

Logo exposure!

Made with PosterMyWall.com

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Relay For Life of Greater Central Valley

On May 17, 2025, we will pack Peter Johansen High School Stadium in Modesto with volunteers, supporters and well wishers all seeking to honor loved ones whose lives have been impacted by cancer. We will raise awareness of our mission as well as raising life-changing funds that benefit those in our area in the fight against cancer.

Since 1993, Central Valley communities have raised more than \$10,000,000! That’s equivalent to 153,800 free nights of lodging for cancer patients and their caregivers when treatment is far from home. That’s also equivalent to more than 200,000 rides free of charge to patient treatment appointments through our Road to Recovery program. Funds raised also go towards funding scientific researchers in an effort to find a cure. So far, the American Cancer Society has funded 52 researchers whose work fighting cancer has resulted in each receiving a Nobel Prize.

While we’re making great progress, it’s going to take all of us to beat this disease. Your investment in the American Cancer Society means we’re able to provide support to everyone impacted by cancer, in every community, from research to education, prevention to diagnosis, and treatment to recovery.

Please fight along side us on May 17th. Your support makes an incredible difference!

Benefits of Sponsorship

- Positioning yourself as a partner of the American Cancer Society, the largest and most respected voluntary health organization in the United States, will bolster your company’s reputation and demonstrate your commitment to serving your community.
- 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
- Americans believe cancer is the single most important health problem they face.
- The American Cancer Society has 96% aided brand awareness among consumers



ACS Messaging: Pocket Guide



Every cancer. Every life.

Our vision
End cancer as we know it, for everyone.

Our mission
Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Our impact

3.5 million fewer cancer deaths

Invested \$3.1 billion in cancer research since 1991, contributing to 3.5 million fewer cancer deaths.

Access to care for all

Advocating for high-quality, affordable health care for everyone, including closing the Medicaid coverage gap, through our American Cancer Society Cancer Action Network™.

Prevention and screening

Educating and advocating for healthy lifestyles and environments, including promotion of regular screening, and trusted source of screening recommendations for health care professionals.

Direct patient support

Providing multiple support programs for people with cancer and their caregivers, including a home away from home at our Hope Lodge® communities when they need to travel for treatment and free access to cancer information via our 24/7 helpline.

Every cancer


Only nonprofit supporting people with all types of cancer through advocacy, research, and patient support.

Every life

Ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.

Who we are
The American Cancer Society is the leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are the only organization improving the lives of people with cancer and their families through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.

Whom we serve
People living with cancer are at the heart of all we do. We work across many groups to make a difference.



People living with cancer

Our model

More than 80% of our revenue is invested in delivering our mission.

1M+ The only nonprofit with over **one million volunteers** working in local communities across the US and Puerto Rico.

55 million total lives impacted each year. And counting.

Choose Your Sponsorship Level



Sponsorship	Support Level	Social Media and Event Website Benefits	Advertising and On-Site Benefits	Additional Benefits
Presenting (1 available)	\$10,000	Logo on event website and Facebook page with link back to your website	Full page ad in printed program; 25 custom designed Team T-shirts with your logo and ACS' logo on them; Logo on Team Captain/Survivor Bags; Largest logo on sponsor's banner at event site; Logo on all flyers; Option to give an announcement on stage	RFL...Presented by "your company"; Big Purple Chair for a day at your company; Personalized recognition award given post-event; additional benefits negotiable
Team of Champions (Unlimited available)	\$7,500	Logo on event website and Facebook page with link back to your website	Half page ad in printed program; 25 custom designed Team T-Shirts with your logo and ACS' logo on them; Logo on Team Captain/Survivor Bags; Logo on sponsor's banner at event site	Personalized recognition award given post-event
Chair of Champions (2 available)	\$5,000	Logo on event website and Facebook page with link back to your website	Quarter page ad in printed program; Big Purple Chair for one scheduled day at your place of business; Logo on Team Captain/Survivor Bags; Logo on sponsor's banner at event site	The first to commit to the sponsorship will also get the chair at their campsite on day of Relay; Personalized recognition award given post-event
Survivors and Caregivers (Unlimited available)	\$3,000	Logo on event website and Facebook page with link back to your website	Quarter page ad in printed program; Logo on Team Captain/Survivor Bags; Option to make announcement on stage at event; Logo on sponsor's banner at event site	Personalized recognition award given post-event
Stage of Hope (4 available)	\$2,500	Logo on event website and Facebook page with link back to your website	Custom banner created with your logo that will hang at the stage; Logo on Team Captain/Survivor Bags; Logo on sponsor's banner at event site	Stage will be named after your business and announced as such during the event
Registration Ambassador (4 available)	\$2,500	Logo on event website and Facebook page with link back to your website	Custom designed registration banner with your logo displayed at registration area; Logo on Team Captain/Survivor Bags with option to include a small logo'd item in each; Logo on sponsor's banner at event site	Minimum 3 mentions from the stage recognizing your company as our Registration Ambassador
Hero of Hope (unlimited available)	\$1,000	Logo on event website and Facebook page with link back to your website	Logo on sponsor's banner at event site; Thank you mention at the event	Customization opportunities available
Purple Pacesetter (unlimited available)	\$500	NA	Recognition on special "Purple Pacesetters" banner at the event; Thank you mention at the event	Customization opportunities available
Business Card (unlimited available)	\$100	NA	Business card image will be printed in the event program	Thank You For Your Support!

In the event of local restrictions due to unforeseen circumstances we will deliver commensurate sponsor benefits



GREATER CENTRAL VALLEY SPONSORSHIP COMMITMENT FORM

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Email: _____ Contact number: _____

Web address for us to promote your business: _____

COMMITMENT LEVEL

\$ _____

Description of Sponsorship (eg, Presenting, Chair of Champions, Stage, etc.)



METHOD OF PAYMENT

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

Pay by credit card – Visit www.relayforlife.org/stanislausca and click the DONATE

Button and go thru the prompts. Or, you may scan the QR code and do the same

If you would like us to invoice you, please indicate who to send it to. Invoices are due May 2, 2025. Mail invoice to the attention of _____

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 or highest quality available to tj.johnson@cancer.org by April 18th to ensure high-quality printing. Please note, in the event we are unable to deliver any of the specified sponsorship benefits due to alterations for public safety, comparable benefit substitutions will be made.

Please return form to the ACS office address below:

American Cancer Society - UES

P.O. BOX 2438

Kennesaw, GA 30156

ATTN: RFL of Greater Central Valley – JM8F9J

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