



Relay For Life of Tippecanoe County
September 6, 2025
Tippecanoe County Fairgrounds

2025 Sponsorship Opportunities





Dear Community Leader:

As a vital part of our community, we are inviting you to join us in fighting cancer by becoming a Relay For Life sponsor. Your sponsorship will help the American Cancer Society save lives faster and allow your business to connect with community members in new and meaningful ways. There are many benefits-- from brand recognition to increased employee morale when you engage with Relay For Life.

Why Partner with American Cancer Society:

One in three people will be diagnosed with cancer within their lifetime. In Tippecanoe County, well over 800 people will be diagnosed with cancer this year. The funds raised at Relay save lives by funding cutting-edge cancer research, early detection and prevention through education, health equity, advocacy efforts, and local life-affirming patient services. Your involvement makes this all possible.

Our sponsors provide a foundation of support for Relay. This support shows the community that a particular business supports the fight against cancer and the community event: Relay For Life. We expect over members to come and walk and fight back against cancer. **Relay For Life of Tippecanoe County is the largest cancer fighting event in our community.**

In gratitude for your sponsorship, the American Cancer Society will provide your company with promotional benefits at Relay, on our website, and through our social media platforms. These promotional benefits are detailed in our sponsorship booklet.

You can be certain that your donation will be used well to fight cancer. We provide local patient and caregiver support services. We also fund breakthrough research right here in the Lafayette community at Purdue University.

For any questions about Relay For Life of Tippecanoe County call 574.406.9398 or visit: relayforlife.org/tippecanoecountyin

Sincerely,

Jamie Miller
Senior Development Manager
Jamie.Miller@cancer.org

Ending cancer takes a team.

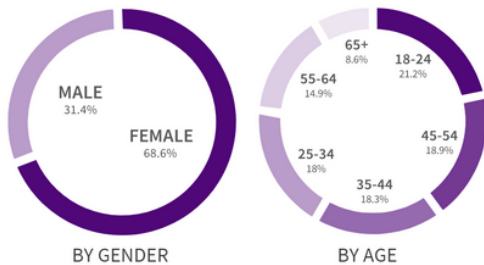


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



Relay For Life participants across the US*

*percentage per total respondents



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.*

*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

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!



Sponsorship Opportunities

Presenting Sponsor

\$5,000

- Naming rights on event website homepage: “Relay For Life of Michiana, 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 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 banners, track signs, and video where applicable
- 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
- 20 Luminaria Bags dedicated to your employees and displayed at Relay

Platinum Sponsor

\$2,500

- 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 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 banners, track signs, and video where applicable
- 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
- 15 Luminaria Bags dedicated to your employees and displayed at Relay



Sponsorship Opportunities

Gold Sponsor

\$1,500

- Premier Recognition on your local Relay For Life event Facebook 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 banners, track signs, and video where applicable
- 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
- 10 Luminaria Bags dedicated to your employees and displayed at Relay

Silver Sponsor

\$1,000

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo placement on co-branded event signage
- 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
- 5 Luminaria Bags dedicated to your employees and displayed at Relay

Bronze Sponsor

\$500

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo placement on co-branded event sign
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

Signature Sponsor

\$250

- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo placement on co-branded yard sign.

Relay For Life of Tippecanoe County

2025 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 \$1,500 – Gold \$500 – Bronze
 \$2,500 – Platinum \$1,000 – Silver \$250 – Signature

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

- Enclosed is my sponsorship check in the amount of \$ _____
- Pay by Credit Card: Visit www.relayforlife.org/tippecanoecountyin
- Pay by electronic funds transfer: Reach out to Jamie.Miller@cancer.org to set up payment.
- 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 Jamie.Miller@cancer.org by August 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 Tippecanoe County
SK: LA7696
PO Box 681405
Indianapolis, IN 46268
RelayForLife.org | 1.800.227.2345

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

Not Applicable

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