



Relay For Life – Heart of California

April 26 & 27, 2025

Lions Town & Country Park

2025 Sponsorship Opportunities



*Representing the Communities of: Madera, Merced,
and Atwater*



cancer.org | 1.800.227.2345

The American Cancer Society is the largest nonprofit funder of cancer research.



That research has helped lead to more lives saved.

In fact, more than 15.5 million people with a history of cancer are alive in the US today.



Since 1991, death rates from cancer have dropped 32%.



That translates to more than 3.5 million lives saved.

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



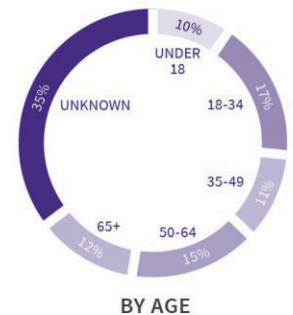
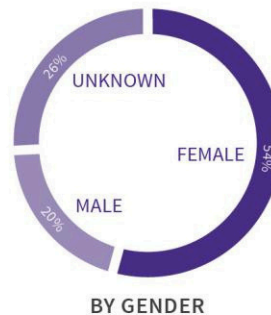
Increasing sales potential



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!
RelayForLife.org | 1.800.227.2345

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 **90 PERCENT AIDED BRAND AWARENESS** among consumers.*

*American Cancer Society Market Research: 2018 Brand Tracker



Sponsorship Opportunities at a Glance

Sponsor Benefit	Presenting \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500	Signature \$250
Employee engagement opportunity through custom company kickoff for your Relay For Life team	X					
Speaking opportunity at your local Relay For Life event, during your choice of ceremony	X					
Television and radio interview opportunities	X	X	X	X		
Sponsor logo featured on all post-event thank-you emails	X	X	X	X		
Access to American Cancer Society workplace wellness programs for your organization	X	X				
Verbal recognition during your Relay For Life event opening ceremony	X	X				
Promotional space at your Relay For Life event with an opportunity to provide ACS-approved giveaways	X					
Company representative invitation to other American Cancer Society VIP functions in your community	X					
Recognition on your local Relay For Life event Facebook and Instagram pages with in-feed sponsor story	X	X				
Sponsor logo featured on all event print promotional materials	X	X	X			



Sponsorship Opportunities at a Glance

Sponsor Benefit	Presenting \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500	Signature \$250
Recognition in ACS event news releases	X	X	X			
Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)	X	X	x			
Sponsor logo featured on a giant 5-foot ribbon sign displayed at your Relay For Life event	X	X	X			
Rights to promote sponsorship in company materials with branded image	X	X	X			
Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website	X	X	X	X		
Free ACS Content Subscription Service for timely cancer-related information	X	X	X	X	X	
Display your banner(s) or sign(s) at your Relay For Life event (must be ACS approved)	2	2	1	1	X	X
Sponsor logo on Jumbotron at your Relay For Life event	LOGO	LOGO	LOGO	LOGO	X	X
Sponsor name/logo featured on the sponsor page of your local Relay For Life event website	LOGO	LOGO	LOGO	LOGO	NAME	NAME



Sponsorship Opportunities at a Glance

Sponsor Benefit	Presenting \$5,000	Platinum \$2,500	Gold \$1,500	Silver \$1,000	Bronze \$500	Signature \$250
Relay For Life window cling to help advertise your sponsorship to customers and employees	X	X	X	X	X	X
Year-round opportunities to engage with participants including representation on the Event Leadership Team	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	X	X	X
Recognition plaque/certificate awarded post event	PLAQUE	PLAQUE	PLAQUE	PLAQUE	CERTIFICATE	CERTIFICATE
Choice of HOPE Stand Banner or Purple Chair at campsite			X			
Presented by Instagram filter at your Relay For Life event	X					
Sponsor Survivor tent or kids camp at Relay For Life event				X		
Sponsor Registration or Mission tent					X	



Relay For Life of Heart of California
Lions Town & Country Park

2025 Sponsorship Commitment Form

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number _____

(business): Email: _____

COMMITMENT LEVEL (*INCLUDES LOGO) other levels text only

\$5,000 – Presenting* \$1,500 – Gold * \$500 – Bronze

\$2,500 – Platinum* \$1,000 –Silver * \$250 – Signature

In-Kind donation _____

METHOD OF PAYMENT

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

(Make the checks to The American Cancer Society)

Credit Card - please contact Tina Coleman at tina.coleman@cancer.org

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 charlottb@att.net 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 & check to:

CHARLOTTE BREWER
2444 FREDERICK CT
MADERA, CA 93637

Name of team or individual	to be credited with this
Sponsorship: <input type="checkbox"/> Not Applicable	



It takes teamwork.
JOIN US! TOGETHER, WE'LL LEAD THE
FIGHT IN OUR COMMUNITY AGAINST
CANCER.

OUR MISSION IS TO
SAVE LIVES, CELEBRATE LIVES,
&
LEAD THE FIGHT
FOR A **WORLD WITHOUT CANCER.**



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