



**7TH ANNUAL BARK FOR LIFE OF CENTRAL NJ**

# 2024 Sponsorship Opportunities

**SUNDAY, OCTOBER 6TH, 2024**

**RAINDATE - SUNDAY, OCTOBER 13TH**

**9AM - 1PM**

 **Bell Works**

**101 CRAWFORDS CORNER RD. | HOLMDEL, NJ**

[www.Relay.org/BarkCentralNJ](http://www.Relay.org/BarkCentralNJ)



**BARK FOR LIFE.**

***Presented by:***



Baymax | 2022 Grand Marshal



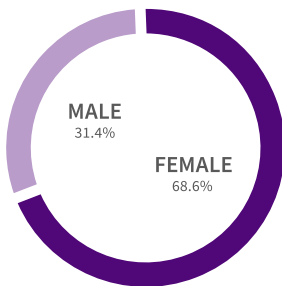
TomGirl | 2021 Grand Marshal

# Together we can beat cancer.

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.

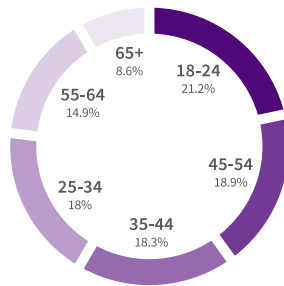
## Relay For Life participants across the US\*

\*percentage per total respondents



BY GENDER

3.5 million lives saved since 1991.



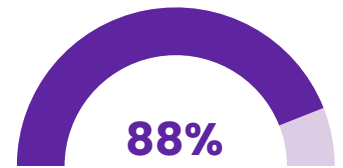
BY AGE



### 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



## Join us today!

RelayForLife.org | 1.800.227.2345

# 2024 Sponsorship Top Levels



## Best in Show - Presenting Sponsor | \$5,000 +

- Employee engagement opportunity through custom company kickoff for your BFL team
- Speaking opportunity at your local Bark For Life event.
- Social Media Company Spotlight recognition opportunities in feed post and story.
- Society Award presented post event
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at Bark For Life event with an opportunity to provide ACS approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Sponsor logo featured on all event print promotional materials, indicating "presenting sponsor".
- Rights for you to promote sponsorship in other publication with co branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Display ONE (1) 3x8 sponsor banners AND 5 ft Purple Ribbon sign at your Bark For Life event.
- Sponsor logo featured on all BFL Hope Club and Event Leadership T-shirts (BEFORE 9/1/24).
- Sponsorship shoutout in Annual BFL Calendar.
- Sponsor logo featured on the sponsor page of your local Bark For Life event website
- Sponsor logo featured on sponsor banner/sign displayed at your Bark For Life event
- Year round speaking opportunities to engage with participants including representation on the Event Leadership Team

## Top Dog - Platinum Sponsor | \$3,500

- Speaking opportunity at your local Bark For Life event, during your choice of ceremony
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways
- Social Media Company Spotlight recognition opportunities in feed post and story.
- Sponsor logo featured on all BFL Hope Club and Event Leadership T-shirts (BEFORE 9/1/24).
- Company representative invitation to other American Cancer Society VIP functions in your community
- Recognition on your local Bark For Life event social media timelines with in feed post and story
- Sponsor logo featured on all event print promotional materials
- Rights for you to promote sponsorship in other publication with co branded ad (ad templates provided by ACS)
- Sponsorship shoutout in Annual BFL Calendar.
- Rights to promote sponsorship in company materials with branded image
- Display ONE (1) 2x6 sponsor banners AND 5 ft Purple Ribbon sign at your Bark For Life event.
- Sponsor logo featured on the sponsor page of your local Bark For Life event website
- Sponsor logo featured on sponsor banner/sign displayed at your Bark For Life event



# 2024 Sponsorship Levels

## Leader of the Pack

### Gold Sponsor Opportunities | \$2,500 each



**REGISTRATION / CHECK-IN AREA**

- Display ONE (1) 2x6 banners at Check-In/Registration AND ONE (1) 24x36 track sign (must be ACS approved)
- Sponsor logo featured on local BFL website, BFL Annual Calendar & social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



**T-SHIRT SPONSOR**

- Sponsor logo declaring T-shirt sponsor on all BFL event T-shirts (BEFORE 9/1/24).
- ONE (1) 24x36 track signs at BFL event
- Sponsor logo featured on local BFL website, BFL Annual Calendar & social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways

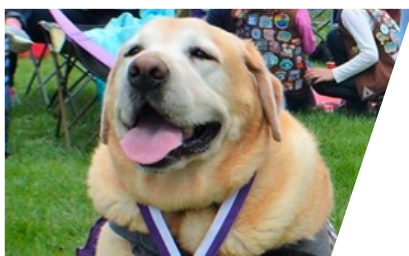


**STAGE AREA SPONSOR**

- Display ONE (1) 2x6 banners on event stage AND ONE (1) 24x36 track sign (must be ACS approved)
- Sponsor logo featured on local BFL website, BFL Annual Calendar & social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways

## Dog Run

### Silver Sponsor Opportunities | \$1,000 each



**GRAND MARSHAL SPONSOR**

- Display TWO (2) 24x36 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo featured on all Grand Marshal materials and Social Media marshal posts
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



**AUCTION SPONSOR**

- Display TWO (2) 24x36 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo featured on Auction materials and promotions
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



**BARK FOR LIFE CALENDAR SPONSOR**

- Display TWO (2) 24x36 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on Annual BFL Calendar, BFL website and social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



# 2024 Sponsorship Levels

## Tail Wagger

### Bronze Sponsor Opportunities | \$500 each



#### GAMES / ACTIVITIES SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo displayed near games and activities area(s) during event
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



#### WAG BAG SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on local website and social media channels
- Sponsor logo displayed near the Wag Bag distribution area during the event
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



#### VENDOR ROW SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs at BFL event (must be ACS approved)
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo displayed along our Vendor Row booths
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



#### WALKING ROUTE SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs (must be ACS approved) displayed along walk route.
- Sponsor logo featured on BFL website and social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



#### PET PARADE SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs (must be ACS approved) displayed along walk route
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo displayed on Pet Parade Awards
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



#### HYDRATION STATION SPONSOR

- Display ONE (1) 24x36 or TWO (2) 18x24 track signs (must be ACS approved) displayed along walk route
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo featured on all Hydration Station signage
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways

# 2024 Sponsorship Levels



## Paw Patron Signature Sponsor Opportunities | \$300 each



### KID ZONE SPONSOR

- Display one (1) banner or sign at BFL event (must be ACS approved)
- Sponsor logo featured on BFL website.
- Sponsor logo displayed near Kid Zone area during event
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



### BARK FOR A LIFETIME SPONSOR

- Display one (1) banner or sign at BFL event (must be ACS approved)
- Sponsor logo featured on local website.
- Sponsor logo displayed on Bark For A Lifetime award.
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways



### MISSION AND ADVOCACY SPONSOR

- Display TWO (2) 18x24 signs at BFL event (must be ACS approved), displayed along walk route
- Sponsor logo featured on BFL website and social media channels
- Sponsor logo displayed near Mission Tent
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways

## Bow Wow Sponsor Track Sign Donor | \$150

- Display ONE (1) 18x24 signs at BFL event (must be ACS approved), displayed along walk route
- Sponsor logo featured on BFL website and social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony
- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways

## Best Friend Day of Event Vendor | \$100

- Promotional space at your Bark For Life event with an opportunity to provide ACS approved giveaways
- Sponsor logo featured on BFL website and social media channels
- Opportunity to add promotional item(s) in participant Wag Bags
- Verbal recognition during your Bark For Life event opening ceremony



# GREAT WAYS TO GET INVOLVED



## 1. Become an Event Sponsor

Sponsorship levels from \$100 to \$5,000 - benefits may include but not limited to: recognition in opening ceremony; name on event programs; logo on event website; banner recognition at event; track signs; vendor space, certificate of appreciation and an invitation to our exclusive Celebration of Hope night post event.

## 2. Start or Join a Fundraising / Walk Team

Teams start their fundraising campaigns several months before the event. Throughout the event, teams can participate in games and challenges, enjoy music, shop through the on-site vendor booths and learn ways to fight back against cancer. Register your team anytime at [www.RelayForLife.org/BarkCentralNJ](http://www.RelayForLife.org/BarkCentralNJ). Registration fees are as follows: human registration is \$10, (1) human and (1) dog is \$20; or (1) human and (2) dogs is \$25, kids 13 and under are \$5. Participants that raise over \$100 will receive a FREE event t-shirt.

## 3. Join the 2024 BFL Event Leadership Team

Every Bark For Life event across the world is planned and operated by a dedicated group of volunteers. The Planning Committee oversees every aspect of a Bark For Life event throughout the year. If you want to make a large impact in your community, contact Vicky Allen at [vicky.allen@volunteer.cancer.org](mailto:vicky.allen@volunteer.cancer.org) about joining the Planning Committee to ensure the success of the event and its future.

## 4. Become a Bark For Life Event Vendor

Event vendors create a great community atmosphere and provide the opportunity for participants to view new and cherished products. Our 10'x10' vendor spaces are available for \$150 with signage and \$100 space only. Vendors are responsible for their own shelter/EZ Up tent, tables/chairs, décor, literature, giveaways, etc. We do offer limited 10'x10' vendor spaces for other dog-related non-profits in the area for \$50 each.

## 5. Support the event and/or BFL Auction with In-Kind Donations

Our BFL Auction is a great way to provide items for everyone and their pup(s) to enjoy! If you have items, full baskets and/or gift certificates that you'd like to contribute to our auctions, please contact our Donations Leads - Jaqueline Pugliese - (732) 485-8779 / [jaquelinepugliese@gmail.com](mailto:jaquelinepugliese@gmail.com) OR Vicky Allen (732) 497-2470 / [vicky.allen@volunteer.cancer.org](mailto:vicky.allen@volunteer.cancer.org)

## 6. Sign up as a Day of Event Volunteer

On Bark For Life day, day of event volunteers are crucial to set up, maintain and tear down this event. If you're looking for volunteer opportunities for church youth groups, school clubs, civic organizations, friends, and family groups, etc., we'll be glad to connect with you to go over the event needs and determine the best placement for your group.

**Sunday, October 6th, 2024 | Bell Works | 9am - 1pm**

### Event Contact Information:

Event Lead – Vicky Allen; (732) 497-2470 or [vicky.allen@volunteer.cancer.org](mailto:vicky.allen@volunteer.cancer.org)

### Online and Social Media Accounts:

Event registration and fundraising website: [www.Relay.org/BarkCentralNJ](http://www.Relay.org/BarkCentralNJ)

Facebook Group: Bark For Life of Central NJ - [www.facebook.com/barkcentralnj](http://www.facebook.com/barkcentralnj)

Instagram: [@BarkCentralNJ](https://www.instagram.com/BarkCentralNJ)





# Your donation improves lives.

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.



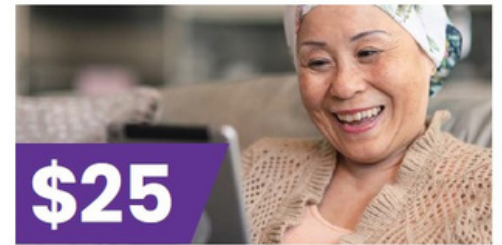
**\$10**

can help people find hope and support online through our **Cancer Survivors Network<sup>SM</sup>**.



**\$10**

could help put **free cancer education** in the hands of those who need guidance.



**\$25**

can help people facing breast cancer connect with trained survivors through our **Reach To Recovery<sup>®</sup>** program.



**\$30**

could help 1 person find **free answers** and much-needed support through our **24-hour helpline**.



**\$50**

can help provide **1 free ride** to treatment through our **Road To Recovery<sup>®</sup>** program.



**\$65**

can help provide **1 free night's stay** at a Hope Lodge<sup>®</sup> community for people with cancer and their caregivers.

**Your sponsorship matters!**

[cancer.org](https://cancer.org) | 1.800.227.2345





## How ACS is Impacting Animal Related Cancers

“At the American Cancer Society, we fund research for any type of cancer and within any part of the cancer continuum. Some animals (especially dogs and cats) develop cancers that are remarkably similar in appearance, biologic behavior, and molecular defects to those developing in humans. When cancer developing in an animal resembles the human disease, the potential impact of human cancer research could be mutually beneficial. Pre-clinical data generated within the context of human cancer could provide support for veterinary clinical studies. Moreover, investigations specifically in human cancers could provide valuable insights to improve cancer management and care in veterinary medicine. It would be accurate to say that the research we fund positively impacts animals with cancer.”

**Lynne Elmore, PhD**  
Senior Scientific Director,  
Extramural Discovery Sciences

**\$3.2 Million**

Total ACS investments directly related to animal cancer research

**\$11.2 Million**

ACS research related to common cancer types affecting cats and dogs

