



Relay For Life of Rockford

2025 Sponsorship Opportunities



RelayForLife.org | 1.800.227.2345

Ending cancer takes a team.

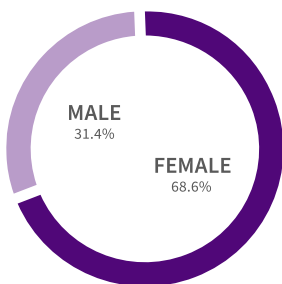


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



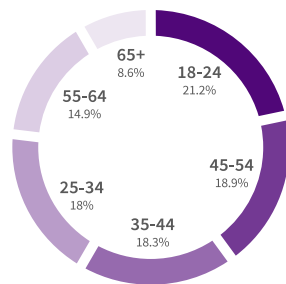
Relay For Life participants across the US*

*percentage per total respondents



BY GENDER

3.5 million lives saved since 1991.



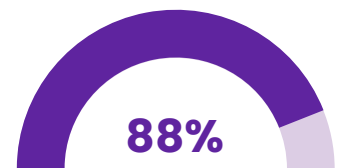
BY AGE



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

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!

Together we can beat cancer.



The American Cancer Society is the leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer through advocacy, research, and patient support. By supporting your local Relay For Life, you are ensuring everyone has the opportunity to prevent, detect, treat, and survive cancer.

2025 Sponsorship Levels And Benefits

Sponsor Benefit	Presenting \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Signature \$500
Naming rights on event website homepage: "Relay For Life of [event name], Presented by [your company]"	✓					
Sponsors logo included on standard event communication to all participants	✓					
Speaking opportunity during your local Relay For Life event	✓					
Company logo featured on all post-event thank you emails	✓					
Co-branded social media frames and cover photos made available to all event participants	✓					
Promotional space during your local Relay For Life event with an opportunity to provide ACS-approved giveaways	✓	✓				
Rights to promote sponsorship in other publications with co-branded ad (ad template provided by ACS)	✓	✓				
Company logo placement on co-branded event signage such as banners, track signs, and video where applicable	✓	✓	✓			
Luminaria bags to be dedicated by your employees and then displayed at the event (max bags)	20	15	10	5		
Rights to promote sponsorship in company materials with branded image	✓	✓	✓	✓		
Company logo featured on the home page of local Relay For Life event website with link to your company website	✓	✓	✓	✓	✓	
Recognition on your local Relay For Life event social media with in-feed post and story	Premier	Premier	Premier	✓	✓	✓
Verbal recognition during Relay For Life event Opening Ceremony	✓	✓	✓	✓	✓	✓

2025 Sponsorships



Track Sponsor | \$5,000

- 5' Ribbon with sponsor logo displayed in the center
- Opportunity to display sponsor banner
- Logo displayed prominently on website with link to sponsor website embedded
- Opportunity to speak at opening ceremony.
- Opportunity to promote business materials onsite.
- Logo displayed onsite by the 'Start' area
- Opportunity to promote business materials onsite



Kids Zone Sponsor | \$2,500

- Opportunity to provide branded gift for kids
- Opportunity to provide Society approved activities and games
- Opportunity to display sponsor banner
- Logo displayed on Kids Zone signage
- Logo displayed prominently on website with link to sponsor website embedded
- Opportunity to provide volunteers to work the area in branded gear



Volunteer Sponsor | \$1,000

- Sponsor logo included on area signage – Volunteer Campsite is located on the track
- Logo displayed prominently on website with link to sponsor website embedded
- Opportunity to provide Society approved branded volunteer gift
- Opportunity to provide volunteer snacks and drinks



2025 Sponsorship Commitment Form

DEADLINE – APRIL 11th

Sponsor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Sponsor Level of Commitment – please check one

- | | | |
|---|--|--|
| <input type="checkbox"/> Presenting \$10,000+ | <input type="checkbox"/> Silver \$2,500 | <input type="checkbox"/> Track \$5,000 |
| <input type="checkbox"/> Platinum \$7,500 | <input type="checkbox"/> Bronze \$1,000 | <input type="checkbox"/> Kids Zone \$2,500 |
| <input type="checkbox"/> Gold \$5,000 | <input type="checkbox"/> Signature \$500 | <input type="checkbox"/> Volunteer \$1,000 |

I would like to discuss a custom package for gifts larger than \$10,000 or regional package.

Forms of Payment

Enclosed is a check made payable to ACS – please provide check to volunteer or mail to address provided below with this form.

Invoicing: Please provide information below. ACS will provide an invoice for accounts payable departments and third-party processors. Email Form to: email below. Instructions for Invoicing:

To submit your Sponsorship Gift electronically, please email this form to ACS Senior Development Manager, Kaela Chambers– email below– Instructions on where to donate securely using a debit or credit card will be emailed back upon receipt.

For Silver, Gold, Platinum and Presenting Sponsors: Please email high resolution logo to Kaela.Chambers@cancer.org on or before deadline dates above.

ATTN: Relay For Life of Rockford
American Cancer Society
PO BOX 10069
Detroit, MI 48210

Team Name: _____
Team Member Name: _____