



Relay For Life of Dulles–Virginia

2025 Sponsorship Opportunities



May 3, 2025
Independence High School
5:00 p.m. – 10:00 p.m.
relayforlife.org/dullesVA



Ending cancer takes a team.

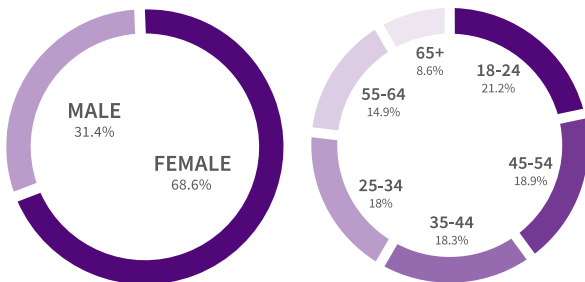


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



Relay For Life participants across the US*

*percentage per total respondents



BY GENDER
3.5 million lives saved since 1991.



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!

RelayForLife.org | 1.800.227.2345



RELAY FOR LIFE OF DULLES-VIRGINIA

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SPONSOR BENEFIT	*PRESENTING \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	*PURPLE CHAIR \$1,500	FRIEND OF RELAY \$1,000	TRACK SIGN \$150
Naming rights on event website homepage: "Relay For Life of Dulles-Virginia Presented by (Your Company)"	★						
Speaking opportunity during Relay For Life of Dulles-Virginia event	★						
Logo featured on event promotional materials	★						
Logo featured on the home page of Relay For Life of Dulles-Virginia event website with link to your company website	★	★	★	★	★	★	
Promotion 10X10 space during Dulles-Virginia Relay For Life event with an opportunity to provide ACS-approved giveaways	★	★	★	★		★	
Right to use ACS event logo on company website and social platforms with messaging relating to partnership	★	★	★	★	★		
Right to promote sponsorship in other publications with co-branded ads	★	★	★	★			
Logo featured on emails and social media posts	★	★	★				
Recognition on Relay For Life of Dulles-Virginia event Facebook and Instagram timeline with in-feed post	★	★	★	★	★	★	
Verbal recognition during Relay For Life of Dulles-Virginia event	★	★	★	★	★	★	
Company Name/Logo/Website featured on a "Track Sign" displayed at the event							★
Sponsor signage on the Purple Chair and Company kick-off with Purple Chair					★		

*** Only One (1) Sponsorship Opportunity Available**



RELAY FOR LIFE OF DULLES-VIRGINIA

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2025 Sponsorship Commitment Form

Business Name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact Name: _____

Telephone Number (business): _____ Email: _____

Web Address: _____ Social Media Handle: _____

Commitment Level

- \$15,000 – Presenting \$10,000 – Platinum \$5,000 – Gold \$2,500 – Silver
- \$1,500 – Purple Chair \$1,000 – Friend Of Relay \$150 – Track Sign

Sponsor Signature: _____ Date: _____

Method Of Payment (To receive all benefits, payment is due before April 11, 2025)

- Enclosed is my sponsorship check in the amount of \$ _____
(Please make check payable to: American Cancer Society. Please include in memo section: Relay For Life of Dulles-Virginia / SK:AQBCWW)
- Pay by Credit Card on our event website @ <https://relayforlife.org/dullesVA>
- We are unable to be a designated Relay For Life Sponsor this year, but enclosed is our donation of \$ _____

Mailing Information: (Form & Payment)

American Cancer Society
Relay For Life of Dulles-Virginia
SK: AQBCWW
P. O. Box 18090
Middle River, MD 21220

Pick-up Information: (Form & Payment)

Tunisia Hollingsworth – American Cancer Society
Senior Development Manager/RFL Staff Partner
Email: Tunisia.Hollingsworth@cancer.org
Mobile: 240-508-9295

Please email an **EPS logo and/or JPG logo** to Tunisia.Hollingsworth@cancer.org by April 19, 2024, to ensure high-quality printing. If an .eps file is not available, send highest quality available. Note: Submitting a low-resolution logo may require signage to be printed in text to maintain quality.

- Name of Individual to be credited with this Sponsorship: _____
 - Name of Team to be credited with this Sponsorship: _____
 - Not Applicable

(Please retain a copy for your records)

RelayForLife.org | 1.800.227.2345

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.



American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)