



Relay For Life of Polk County

# 2025 Sponsorship Opportunities



## Sponsorship Team

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# 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.



## How your financial contribution supports our mission.

- 24/7 Support through cancer.org and our 1-800-227-2345 hotline
- Support survivors through our Cancer Survivors Network
- Rides to treatment through our Road To Recovery
- Lodging at community partner locations and our Hope Lodge's
- Connect patients through our Reach To Recovery
- Free education
- Critical cancer research

## Help save lives, and show your community how you provide employees and customers:

### Internal benefits can include:

- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

### External benefits can include:

- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential



### 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

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

SPONSOR BENEFIT	PRESENTING \$5,000	PLATINUM \$2,500	GOLD \$1,500	SILVER \$1,000	BRONZE \$500	SIGNATURE \$250
Naming rights on event website homepage and printed materials "Relay For Life Sponsored By _____"	✓					
Speaking opportunity at your local Relay For Life event	✓					
Recognition in American Cancer Society event news releases	✓					
Company logo featured on printed event marketing materials	✓					
Specialized challenge with company recognition issued to participants	✓					
Newsletter recognition printed/emailed	✓	✓				
Company logo featured on all pre and post event emails	✓	✓				
Luminaria bags to be dedicated by your employees and then displayed at the event (max bags)	20	10	5			
Company logo featured in day of event program	LOGO	LOGO	LOGO	LOGO		
Display your banner(s) or sign(s) at your Relay For Life event	✓	✓	✓	✓		
Rights to promote sponsorship in company materials with branded image	✓	✓	✓	✓		
Company logo featured on sponsor track sign day of event	2	2	1	1	1	
Company logo featured in event social channel	✓	✓	✓	✓	✓	
Company logo or name featured on event website	LOGO	LOGO	LOGO	LOGO	LOGO	NAME
Verbal recognition during your Relay For Life event Opening Ceremony	✓	✓	✓	✓	✓	✓
The ability to support the critical services and programs of the American Cancer Society	✓	✓	✓	✓	✓	✓

Custom sponsorship opportunities available! Reach out to the sponsorship team today.





Save the date!

# Relay For Life of Polk County

Saturday, May 31<sup>st</sup> – Sunday, June 1<sup>st</sup>, 2025 | 10 AM – 10 AM

Location: Riverview Park, Independence, OR

Opening Ceremony – 10 AM

Survivor and Caregiver Celebration – 10 AM

Luminaria – 10 PM



## CELEBRATE – REMEMBER – FIGHT BACK





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

## Method of Payment **To receive all benefits, payment is due by 5/23/2025**

- Enclosed is my sponsorship check in the amount of \$ \_\_\_\_\_
- Pay by Credit Card
- Pay by electronic funds transfer.
- 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 [RFL.Polk.CO.OR@gmail.com](mailto:RFL.Polk.CO.OR@gmail.com) by 5/23/2025 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**

ATTN: FAQW2R

PO BOX 22770

Portland, OR 97269

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

\_\_\_\_\_

Not Applicable

[RelayForLife.org](http://RelayForLife.org) | 1.800.227.2345