



Relay For Life of Bridgewater

2025 Sponsorship Opportunities



Ending cancer takes a team.

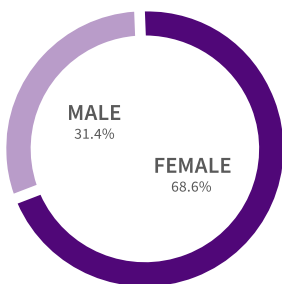


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



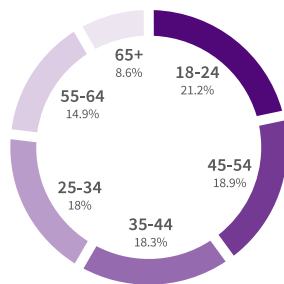
Relay For Life participants across the US*

*percentage per total respondents



BY GENDER

3.5 million lives saved since 1991.



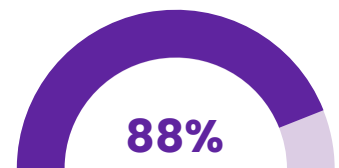
BY AGE



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!



Sponsorship Opportunities

Presenting Sponsor

\$25,000

- Naming rights on event website homepage: “Relay For Life of Bridgewater Presented by (Your Company)”
- Sponsor logo included on standard event communication to all participants.
- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life of Bridgewater event
- Sponsor logo featured on all post-event thank-you emails
- Co-branded social media frames and cover photos made available to all event participants
- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience
- Verbal recognition during Relay For Life of Bridgewater event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life of Bridgewater event Facebook and Instagram timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of Relay For Life of Bridgewater event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

Platinum Sponsor

\$15,000

- Opportunity to co-present (along with ACS) activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life of Bridgewater Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of Relay For Life of Bridgewater event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team



Sponsorship Opportunities

Gold Sponsor

\$10,000

- Premier Recognition on Relay For Life of Bridgewater event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo on 4' Purple Ribbon track sign

Silver Sponsor

\$7,500

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo on 4' Purple Ribbon track sign

Bronze Sponsor

\$5,000

- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo on 4' Purple Ribbon track sign

Signature Sponsor

\$2,500

- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website



Track Sign Sponsor

\$350, \$250, or \$150

\$350 Track Sign Sponsor

- Sponsor logo on 24"x36" track sign
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

\$250 Track Sign Sponsor

- Sponsor logo on two (2) 18"x24" track signs
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

\$150 Track Sign Sponsor

- Sponsor logo on one (1) 24"x36" track sign
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

A La Carte Sponsor

Variable based on benefits chosen.

Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways

\$1,000

Sponsor logo featured on all event promotional materials

\$1,000

Sponsor Logo featured in ten (10) social media posts
*Your company's social media account will be tagged in each post

\$1,000

Company logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website

\$500

Lap Sponsor

\$500

Company logo featured on the home page of your local Relay For Life event website, and sponsor page with link to your company website

\$100

Relay For Life of Bridgewater

2025 Sponsorship Commitment Form



Business name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

Commitment Level

- \$35,000 – Presenting \$15,000 – Gold \$5,000 – Bronze
 \$25,000 – Platinum \$10,000 – Silver \$2,500 – Signature

Method of Payment **To receive all benefits, payment is due by April 1st, 2025**

- Enclosed is my sponsorship check in the amount of \$ _____
- Pay by Credit Card: [Relay for Life of Bridgewater](#) to pay your sponsorship by credit card using our Event Website.
- Pay by electronic funds transfer: Reach out to Van.Fulcher@cancer.org to set up payment.
- 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 Van.Fulcher@cancer.org by April 1st, 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

Attention: Relay For Life of Bridgewater

SK: 2PG8CH

American Cancer Society, PO BOX P, Manasquan NJ 08736

Name of team or individual to be credited with this

Sponsorship: _____

Not Applicable

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.

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