

# 2024 Sponsorship Opportunities



## Making Strides of Bergen County at MetLife Stadium

**American Cancer Society Staff Contact:**

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Senior Development Manager  
Jennifer.Schoonover@cancer.org



[MakingStridesWalk.org/BergenCounty](https://www.makingstrideswalk.org/BergenCounty) | 1.800.227.2345

# Your partnership saves lives.



**Making Strides is the nation's leading breast cancer movement, uniting communities to help end breast cancer as we know it, for everyone.**

## **We are the movement.**

Over the past two decades, our 3- to 5-mile walks have collectively grown into the nation's largest and most impactful breast cancer movement.

## **We are the hope.**

Since 1993, American Cancer Society Making Strides Against Breast Cancer® events have celebrated survivors and thrivers, bringing people together to help end cancer as we know it, for everyone.

## **We are the future.**

Making Strides Against Breast Cancer funds lifesaving breast cancer research and is committed to advancing health equity. It is our belief that all people have a fair and just opportunity to live a longer, healthier life free from breast cancer.

The American Cancer Society is the only organization that puts 100+ years of lifesaving experience to work for people with breast cancer and their families.

## **With your help, we ...**



**Launch breakthrough research**



**Create empowering resources for people to outsmart cancer**

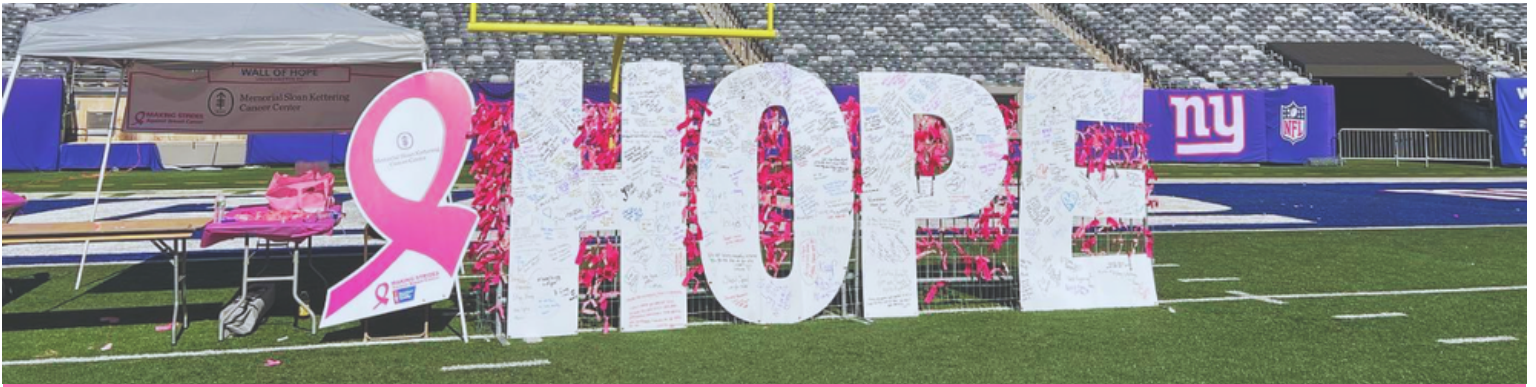


**Enable local communities to support those affected by cancer**



**Convene powerful activists to create awareness and impact**





# MAKING STRIDES AGAINST BREAST CANCER OF Bergen County at MetLife Stadium



**Join Us!**

**October 2024**

**MetLife Stadium  
1 MetLife Stadium Drive  
East Rutherford, NJ, 07073**

## What is Making Strides Against Breast Cancer?

American Cancer Society Making Strides Against Breast Cancer® is a celebration of courage and hope, a movement uniting communities to end breast cancer as we know it, for everyone. Over the past two decades, our 3- to 5-mile noncompetitive walks have collectively grown into the nation's largest and most impactful breast cancer movement – providing a supportive community for courageous breast cancer survivors and metastatic breast cancer thrivers, caregivers, and families alike. Making Strides funds lifesaving breast cancer research and is committed to advancing health equity through essential programs and services, believing that all people should have a fair and just opportunity to live a longer, healthier life free from breast cancer.

**HELP SAVE LIVES,  
AND TAKE PART IN AN INSPIRING AND  
IMPACTFUL COMMUNITY EVENT**

### HOW TO GET INVOLVED:

Join our volunteer committee



Become a corporate partner for our event



Register a team and start fundraising for our mission



Donate to our cause and help us end breast cancer as we know it



Spread the word about our event!



Being involved in Making Strides Against Breast Cancer provides the opportunity to help us save lives from breast cancer.

## Making Strides Against Breast Cancer of Bergen County - 2023 Impact

- 4,500 Participants
- Over \$235,000 raised in the fight against breast cancer
- 225 registered teams

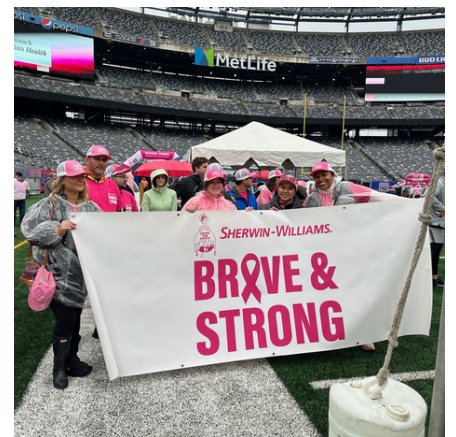
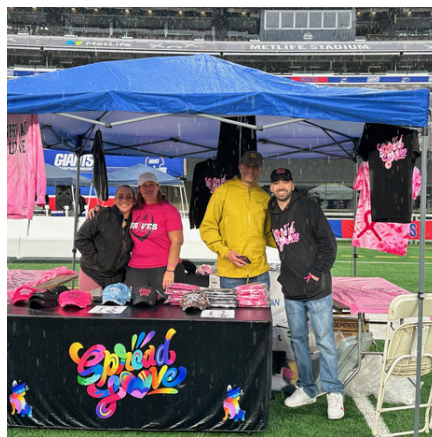
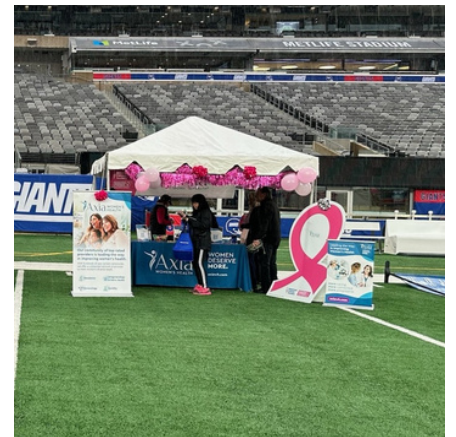
**FOR MORE INFORMATION OR TO REGISTER, VISIT  
[WWW.MAKINGSTRIDESWALK.ORG/BERGENCOUNTY](http://WWW.MAKINGSTRIDESWALK.ORG/BERGENCOUNTY)**



📞 24/7 Support: 1-800-227-2345

✉️ Local ACS Making Strides Staff Partner: [Jennifer.Schoonover@cancer.org](mailto:Jennifer.Schoonover@cancer.org)

# 2023 Event Highlights



Making Strides of Bergen County

# 2024 Sponsorship Amenities

Presenting Sponsor

EXCLUSIVE



## Promotional Benefits

- Naming rights on all print collateral, promotional materials, event website home page and social media platforms as “Making Strides Against Breast Cancer of Bergen County - Presented by [Your Company Name]”
- Company logo featured on all local event promotional materials and standard event communication
- Company logo prominently displayed on homepage and sponsor page of event website
- Company logo featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Opportunity to address Making Strides participants through a pre-recorded video to be featured on Making Strides social channels
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

## Day-Of Recognition

- Tented promotional space in prominent location at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- Co-branded banner provided by American Cancer Society displayed at event
- 5' co-branded Pink Ribbon sign displayed at event
- Opportunity to address participants live on stage at event
- Employee engagement opportunity through customized company kickoff for your Making Strides team (pre-event, by request)

**Commitment Value: \$25,000**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

Flagship Sponsor **UNLIMITED** ★

## Promotional Benefits

- Company name featured on all local event promotional materials
- Company logo displayed on homepage and sponsor page of event website
- Company logo featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Opportunity to address Making Strides participants through a pre-recorded video to be featured on Making Strides social channels
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

## Day-Of Recognition

- Tented promotional space in prominent location at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- Co-branded banner provided by American Cancer Society displayed at event
- 5' co-branded Pink Ribbon sign displayed at event
- Opportunity to address participants live on stage at event
- Employee engagement opportunity through customized company kickoff for your Making Strides team (pre-event, by request)

**Commitment Value: \$17,500**

*\$7,500 corporate commitment | \$10,000 team fundraising*



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

'Get Screened' Sponsor

EXCLUSIVE



## Promotional Benefits

- Naming rights on all print collateral, promotional materials, and event website home page as "Making Strides Against Breast Cancer of Bergen County - Get Screened by [Your Company Name]"
- Exclusive opportunity to regularly share "Get Screened" posts on event social media pages and/or email blasts
- Company logo featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Opportunity to address Making Strides participants through a pre-recorded video to be featured on Making Strides social channels
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. ACS reserves the right to review and edit messaging and logo placement

## Day-Of Recognition

- **Exclusive** right to display screening equipment/vehicle and share information with participants \*(*pre-approved screenings are allowed on-site at walk*)
- Tented promotional space in prominent location at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- Co-branded banner provided by American Cancer Society displayed at event
- 5' co-branded Pink Ribbon sign displayed at event
- Opportunity to address participants live on stage at event
- Employee engagement opportunity through customized company kickoff for your Making Strides team (pre-event, by request)

**Commitment Value: \$20,000**



[MakingStridesWalk.org/BergenCounty](https://MakingStridesWalk.org/BergenCounty) | 1.800.227.2345

Making Strides of Bergen County

# 2024 Sponsorship Amenities

Dedication Sponsor **EXCLUSIVE** ★

## Promotional Benefits

- Company name featured on all local event promotional materials
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

## Day-Of Recognition

- **Exclusive** opportunity for co-branded Making Strides 'I Walk For...' walk bibs for participants to dedicate & wear proudly during the walk
- Promotional space at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- Co-branded banner provided by American Cancer Society displayed at event
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$7,500**



[MakingStridesWalk.org/BergenCounty](http://MakingStridesWalk.org/BergenCounty) | 1.800.227.2345



Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Pink Chair Sponsor

EXCLUSIVE



### Promotional Benefits

- Company name featured on all local event promotional materials
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

### Day-Of Recognition

- **Exclusive** benefit of company logo featured on the heavily photographed, oversized inflatable pink chair
- Promotional space at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- Co-branded banner provided by American Cancer Society displayed at event
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$7,500**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Platinum Level Sponsor

*Start & Finish Line | Registration | Wall of Hope | Survivor Tent | Photo Booth*

### Promotional Benefits

- Company name featured on all local event promotional materials
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

### Day-Of Recognition

- Promotional space at Making Strides event
- Co-branded banner provided by American Cancer Society
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$7,500**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Volunteer Shirt Sponsor EXCLUSIVE ★

### Promotional Benefits

- Company name featured on all local event promotional materials
- Company name and logo featured in pre-event volunteer communication
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

### Day-Of Recognition

- Company logo featured **exclusively** on back of day-of event volunteer shirts to be worn throughout event day by all volunteers
- Co-branded banner provided by American Cancer Society hung on Volunteer Check-in tent
- Promotional space at Making Strides event
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$5,000**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Gold Level Sponsor

*Breast Health Tent | Refreshment Sponsor | Tribute Garden*

### Promotional Benefits

- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

### Day-Of Recognition

- Promotional space at Making Strides event
- Co-branded banner provided by American Cancer Society
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$5,000**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Silver Level Sponsor

'Pink Out!' Tent | Info Tent | Promotional Space

### Promotional Benefits

- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Right to use ACS event logo on company website and social platforms with messaging relating to your partnership. **ACS reserves the right to review and edit messaging and logo placement**

### Day-Of Recognition

- Promotional space at Making Strides event
- Co-branded banner provided by American Cancer Society
- Opportunity to distribute ACS-approved promotional items
- Verbal and visual recognition throughout the Making Strides event and related experiences
- 5' co-branded Pink Ribbon sign displayed at event

**Commitment Value: \$2,500**



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Making Strides of Bergen County

# 2024 Sponsorship Amenities

## Mile Marker Sponsor **EXCLUSIVE** ★

Mile Marker #1 | Mile Marker #2 | Mile Marker #3

### Sponsor Benefits

- Company logo featured on mile marker sign placed along walk route
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Verbal and visual recognition throughout the Making Strides event and related experiences

**Commitment Value: \$1,500**

## Pink Ribbon of Hope Sponsor **UNLIMITED** ★

### Sponsor Benefits

- 5' co-branded Pink Ribbon sign displayed at event
- Company logo displayed on event sponsor page of event website
- Company name featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages during 'Sponsor Thank You Days'
- Verbal and visual recognition throughout the Making Strides event and related experiences

**Commitment Value: \$1,000**

***Not seeing a sponsorship level that fits your needs?***

*Contact [Jennifer.Schoonover@cancer.org](mailto:Jennifer.Schoonover@cancer.org)*

*to discuss a personalized sponsorship that works best for your company.*



[MakingStridesWalk.org/BergenCounty](http://MakingStridesWalk.org/BergenCounty) | 1.800.227.2345

## Making Strides of Bergen County

# 2024 Sponsorship Commitment Form

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Commitment Level

(Please circle your tent choice below, if applicable.)

- Presenting (\$25,000)    Flagship Sponsor (\$17,500)    'Get Screened' Sponsor (\$20,000)
- Dedication Sponsor (\$7,500)    Pink Chair Sponsor (\$7,500)
- Platinum Sponsor (\$7,500) *Start & Finish Line | Registration | Wall of Hope | Survivor Tent | Photo Booth*
- Healthcare Hero (\$5,000)    Volunteer T-Shirt Sponsor (\$5,000)
- Gold Sponsor (\$5,000) *Breast Health Tent | Tribute Garden | Refreshment Sponsor*
- Silver Sponsor (\$2,500) *Info Tent | "Pink Out" Tent | Promotional Space*
- Bronze Sponsor (\$1,000) *Mile Markers #1, #2, and #3*
- Pink Ribbon of Hope (\$1,000)

### Method of Payment

(To receive full benefits, payment is due by **September 20th, 2024**)

- Enclosed is the sponsorship check in the amount of: \$ \_\_\_\_\_  
**American Cancer Society**  
ATTN: Making Strides of Bergen County (UU4VGS)  
PO Box P  
Manasquan, NJ 08736
- Please email an invoice to: \_\_\_\_\_
- Pay by credit card or electronic funds transfer. (Reach out to set up payment)

\*\*Please email an **EPS logo and JPG company logo** to [Jennifer.Schoonover@cancer.org](mailto:Jennifer.Schoonover@cancer.org) by **September 20th, 2024**, to ensure high-quality printing.



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

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