



MAKING STRIDES OF NORTHWEST INDIANA
Sunday, October 13, 2024

2024

Sponsorship

Opportunities

Dear Community Leader:

Beating breast cancer takes more than breakthrough research. It takes things like our 24/7 cancer helpline and free rides to chemo. By supporting the Making Strides Against Breast Cancer movement in our community, you can help the American Cancer Society fight breast cancer and help those experiencing the disease.

Our commitment to fight breast cancer continues. Breast cancer hasn't stopped, so neither will we. What breast cancer research looks like tomorrow depends on what we do today. And what the breast cancer journey looks like tomorrow depends on what we do today. We need you to help us continue the fight against breast cancer now.

As a sponsor, you'll be joining others who invest in our mission. and you will show your commitment to fight alongside our community. With over 1,200 participants, our 2023 Strides Walk raised a record \$142,000! You should also know that the American Cancer Society funds \$1.6 Million in breast cancer research right here in Indiana. (At Notre Dame and Indiana University)

It makes a difference. Mortality from breast cancer has declined by 43%!

Thanks to our sponsors, the American Cancer Society is fighting breast cancer on all fronts – by investing in groundbreaking research, providing free rides to chemo and places to stay when treatment is far from home, our live 24/7 helpline, and so much more.

We also offer many benefits for your business. Enclosed you will find information about sponsorship opportunities for the Making Strides Against Breast Cancer event in Northwest Indiana. We hope you will join us as a sponsor in 2024!

Sincerely,

Jamie Miller
Senior Development Manager
574.406-9398
Jamie.Miller@cancer.org

MakingStridesWalk.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](https://www.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)

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2023 Sponsorship Amenities

Presenting Sponsor \$25,000



DIGITAL

- 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.
- Company name featured on all local event promotional materials.
- Verbal and visual recognition throughout the Making Strides event/experience
- Employee engagement opportunity through customized company kickoff for your Making Strides team.
- Logo featured on post-event "thank you" email.
- Opportunity to distribute ACS-approved company products or materials (pending COVID-19 regulations and restrictions).
- Company logo featured on static Facebook banner to be featured on Making Strides Facebook page during the month of October .

MEDIA/ PROMOTIONAL

Exclusive opportunity to present the 2023 Making Strides Against Breast Cancer event:

- *Exclusive:* Naming rights on event website homepage: "Making Strides Against Breast Cancer of (Area Name), Presented by (Your Company)"
- *Exclusive:* Sponsor logo included on standard event communication to all participants.
- Recognition on state or major market social media pages.
- Co-sponsored text message campaign to constituent base.
- Provide unique sponsor recognition or sponsor incentive item as part of a social media campaign challenge.

DAY-OF EXPERIENCE

- Opportunity to address Making Strides constituents live or through a pre-recorded video on social channels.
- Verbal and visual recognition throughout the Making Strides event/experience.
- Opportunity to distribute ACS-approved company products or materials (pending COVID-19 regulations and restrictions).

**In addition to all
benefits below!**

2023 Sponsorship Amenities

Flagship Sponsor: \$15,000



DIGITAL

- 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.*
- Company name featured on all local event promotional materials.
- Verbal and visual recognition throughout the Making Strides event/experience.
- Employee engagement opportunity through customized company kickoff for your Making Strides team.
- Logo featured on post-event “thank you” email.
- Opportunity to distribute ACS-approved company products or materials (pending COVID-19 regulations and restrictions).
- Company logo featured on static Facebook banner to be featured on Making Strides Facebook page during the month of October.

MEDIA/ PROMOTIONAL

- *Exclusive:* Recognition on state or major market social media pages.
- *Exclusive:* Co-sponsored text message campaign to constituent base.
- *Exclusive:* Provide unique sponsor recognition or sponsor incentive item as part of a social media campaign challenge.

DAY-OF EXPERIENCE

- *Exclusive:* Opportunity to address Making Strides constituents live or through a pre-recorded video on social channels.
- Verbal and visual recognition throughout the Making Strides event/experience.
- Opportunity to distribute ACS-approved company products or materials (pending COVID-19 regulations and restrictions).

**In addition to all
benefits below!**

2023 Sponsorship Amenities

Platinum Sponsor: \$7,500



DIGITAL

- *Exclusive:* 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.
- *Exclusive:* Logo featured on post-event “thank you” email.
- *Exclusive:* Company logo featured on static Facebook banner to be featured on Making Strides Facebook page during the month of October.

MEDIA/ PROMOTIONAL

- *Exclusive:* Employee engagement opportunity through customized company kickoff for your Making Strides team.
- *Exclusive:* Company name featured on all local event promotional materials.

DAY-OF EXPERIENCE

- *Exclusive:* Verbal and visual recognition throughout the Making Strides event/experience.
- *Exclusive:* Opportunity to distribute ACS-approved company products or materials (pending COVID-19 regulations and restrictions).

In addition to all benefits listed below!

2023 Sponsorship Amenities

Gold Sponsor: \$5,000



DIGITAL

- Rights for company to promote sponsorship in outside publications with co-branded ad (ad templates provided by ACS).
- Company logo featured on all-sponsor thank-you post/video.

MEDIA/ PROMOTIONAL

- Recognition on your local Making Strides social channels through an in-feed post and story.

DAY OF EXPERIENCE

- Company logo featured on Pink Ribbon sign, electronic version will be provided to company to use on their social channels.

In addition to all benefits listed below.

2023 Sponsorship Amenities

Silver Sponsor: \$3,000
Bronze Sponsor: \$2,000
Pink Partner: \$1,000



SILVER

- Company logo featured on digital Facebook banner for use on company's social channels.
- Company logo featured on digital "Proud Sponsor" sign; electronic version will be provided to company to use on their social channels.
- Company logo featured on sponsor page of the event website.
- Company logo featured on all sponsor thank-you post/video.

Choose One:

- **Survivor Pavilion**
- **Route Sponsor**
- **Pink Chair**
- **Golf Carts**
- **Start/Finish Line.**

BRONZE

- Company name featured on digital Facebook banner for use on company's social channels.
- Company name featured on digital "Proud Sponsor" sign; electronic version will be provided to company to use on their social channels.
- Company name featured on sponsor page of the event website.

Choose One:

- **Pink Out Zone**
- **Stage/Opening Ceremony**
- **Fitness/Warm-up**
- **Memory Garden**

PINK PARTNER

- Team Toolkit to provide guidance on successful organization and fundraising for your company team.
- Name recognition during sponsor shout-out.
- Recognition on event social channels.

Choose One:

- **Water Stop**
- **Snack Stop**
- **Mile Marker (4 available)**

** The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Making Strides Against Breast Cancer and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be provided.*



MAKING STRIDES OF NORTHWEST INDIANA

2024 Sponsorship Commitment Form



Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Commitment level

Method of payment **To receive all benefits, payment is due by September 15, 2024**

Enclosed is my sponsorship check in the amount of \$ _____

Please send invoice to: _____

Pay by electronic funds transfer. (Reach out to Jamie.Miller@cancer.org to set up payment.

Pay by credit card. Go to www.makingstrideswalk.org/northwestin. Click on donate button.

We are unable to be a designated Making Strides 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 Jamie.Miller@cancer.org by September 1, 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 in order to maintain quality.

Please return form to the address below:

American Cancer Society

PO Box 681405

Indianapolis, IN 46268

Attention: Making Strides of Northwest Indiana RP5Y8J

MakingStridesWalk.org | 1.800.227.2345

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Quick Guide to American Cancer Society Resources

The **American Cancer Society (ACS)** offers support in your community and online at every step of your cancer journey. Below are just some of the resources we provide. Visit [cancer.org](https://www.cancer.org) or call us at **1-800-227-2345** for more information.

24/7 CANCER HELPLINE

The **American Cancer Society helpline** provides 24/7 support by connecting you with trained cancer information specialists who can provide guidance and help find answers through phone, video calls, and online live chat.

- **Cancer information specialists:** Our trained staff are available to provide guidance and help find answers through phone, video calls, and online live chat. Assistance in English, Spanish, and 200 other languages via translation service.
- **Nurse support:** Oncology and pediatric oncology nurses are available to assist you with more medically complex questions.
- **Health Insurance Assistance Service:** Our trained specialists can help with questions about your options and rights relating to health insurance and coverage.



Scan for more information and to access live chat through the ACS cancer helpline.



CANCER.ORG

Our website is a highly trusted source of accurate, evidence-based cancer information for people facing cancer, their families, and their caregivers.

Survivorship: During and After Treatment

Support and treatment topics, survivorship tools, and stories of hope



Understanding Your Diagnosis

Tools to help answer questions about cancer and making treatment decisions



ACS Programs and Services

Provides information about resources available to patients and caregivers



Caregivers and Family

Information to help caregivers care for patients and themselves throughout the cancer journey



Road To Recovery – Free Rides to Treatment For Cancer Patients

One of the biggest roadblocks for people needing cancer treatment can be the lack of transportation. That's why the American Cancer Society Road To Recovery® program provides free rides to treatment through volunteer drivers.

- Trained volunteer drivers donate their time to help people with cancer get to the treatments they need.
- Transportation is provided based on volunteer availability and capacity.



PERSONAL HEALTH MANAGER

It can be hard to keep track of all the information you receive about your diagnosis and treatment, but keeping this information organized can help you feel less stressed and more prepared to talk with your doctor. The ACS Personal Health Manager can help. Your Personal Health Manager content can be printed and kept in a 3-ring binder to take along to your appointments. Using tabbed dividers to separate each section will make it easier for you to find what you need.



Breast Cancer Support

If you have breast cancer, you may want to connect with someone who knows what you're feeling – someone who has “been there.” The American Cancer Society Reach To Recovery® program connects people facing breast cancer with trained volunteers who are breast cancer survivors. Our volunteers provide one-on-one support to help those facing breast cancer cope with diagnosis, treatment, side effects, finding ways to talk with friends and family, and more. The program is available in English and Spanish.



Cancer Survivors Network

Our Cancer Survivors Network (CSN) is a free online community where survivors and caregivers share their stories, ask questions, and get support from each other. With a chat room and more than 40 discussion boards, CSN allows you to connect with others who have a similar cancer experience. You can send private messages to other members, build your own support network, post blogs, and more.



Caregiver Support

Our ACS Caregiver Resource Guide provides information for people who are caring for someone with cancer. It can help you better understand what your loved one is going through, develop skills for coping and caring, learn how to care for yourself as a caregiver, and take steps to help protect your health and well-being.



Hair-loss And Mastectomy Products

Cancer and cancer treatment can have profound effects, including some that can alter a patient's appearance, such as hair loss. The American Cancer Society “tlc” Tender Loving Care® program helps women with appearance-related side effects by offering them a variety of affordable wigs, hats, and scarves as well as a full range of mastectomy products that can be purchased from the privacy of home.

