



Relay For Life of Centre County

2025 Sponsorship Opportunities



RelayForLife.org | 1.800.227.2345



Dear Company Representative,

In June 2025 we will come together as a community at Relay For Life of Centre County. The pandemic has been challenging for everyone in many ways, but that won't stop us from our vision to end cancer as we know it, for everyone. Our event relies on sponsorships and donations and would not be the same without the support from our sponsors and community.

The funds we raise throughout the year allow us to celebrate and honor those affected by cancer as well as provide services to patients and caregivers. The American Cancer Society has provided support for millions of cancer patients including free rides to treatment, free lodging when treatment is far from home, a 24-hour helpline, research, advocacy, and so much more.

We offer many benefits for your company/organization. Enclosed you will find information about our sponsorship opportunities for the 2025 Relay For Life of Centre County event. We hope you will join us and make a difference in our community!

Sincerely,

Tom Chucuddy - Senior Development Manager
Tom.Chucuddy@cancer.org (814) 943-1806

Ending cancer takes a team.

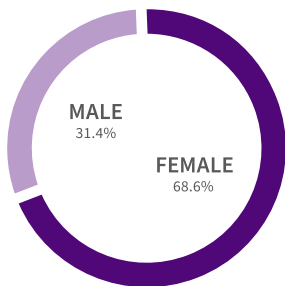


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.

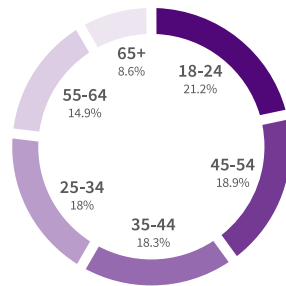


Relay For Life participants across the US*

*percentage per total respondents



BY GENDER



BY AGE

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!



Sponsorship Opportunities

Presenting Sponsor

\$7,500 (Limit One)

- Naming rights on event website homepage: “Relay For Life of Centre County, Presented by (Your Company)”
- Sponsor logo included on standard event communication to all participants.
- Speaking opportunity during your Relay For Life event
- Sponsor logo featured on all post-event thank-you emails
- Two (2) promotional announcements made during Centre County's Relay For Life event (must be approved by ACS)
- Luminaria bags with company logo sticker for employees to decorate and be placed at Relay - Quantity of 35
- Co-branded logo banner displayed at the event
- 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 your Relay For Life event opening and closing ceremonies
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Premier Recognition on your local Relay For Life event Facebook and Instagram timeline with in-feed post
- Sponsor logo featured on event promotional materials
- Sponsor logo on four co-branded track signs displayed for the duration of the relay event
- Co-branded Track sign album posted and featured on Relay For Life of Centre County's Facebook and Instagram pages
- Sponsor logo featured on the Relay For Life of Centre County event website home page and sponsor page with link to your company website
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling
- Company will receive a recognition plaque
- Benefits can be customized with corporation

Platinum Sponsor

\$5,000

- 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 your Relay For Life event opening and closing ceremonies
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- Premier Recognition on your local Relay For Life event Facebook and Instagram timeline with in-feed post
- Luminaria bags with company logo sticker for employees to decorate and be placed at Relay - Quantity of 30
- Sponsor logo featured on event promotional materials
- Sponsor logo on four co-branded track signs displayed for the duration of the Relay event
- Co-branded Track sign album posted and featured on Relay For Life of Centre County's Facebook and Instagram pages
- Sponsor logo featured on the Relay For Life of Centre County event website home page and sponsor page with link to your company website
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling
- Co-branded logo banner displayed at the event
- Company will receive a recognition plaque
- Benefits can be customized with corporation



Sponsorship Opportunities

Gold Sponsor

\$3,500

- Premier Recognition on your local Relay For Life event Facebook & Instagram timeline with in-feed post
- Verbal recognition during opening and closing ceremonies
- Rights to promote sponsorship in company materials with branded image
- Luminaria bags with company logo sticker for employees to decorate and be placed at Relay - Quantity of 25
- Sponsor logo on event signage on where applicable
- Sponsor logo on three co-branded track signs displayed for the duration of the Relay event
- Co-branded Track sign album posted & featured on Relay For Life of Centre County's Facebook & Instagram pages
- Sponsor logo featured on the Relay For Life of Centre County event website home page and sponsor page with link to your company website
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling
- Company will receive a recognition plaque
- Benefits can be customized with corporation

Silver Sponsor

\$2,000

- Sponsor logo on two co-branded track signs displayed for the duration of the Relay event
- Co-branded Track sign album posted and featured on Relay For Life of Centre County's Facebook and Instagram pages
- Sponsor logo featured on the Relay For Life of Centre County event website home page with link to your company website
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling AND a recognition plaque

Bronze Sponsor

\$1,000

- Sponsor logo on one co-branded track sign displayed for the duration of the Relay event
- Sponsor logo featured on the Relay For Life of Centre County event website home page
- Co-branded Track sign album posted and featured on Relay For Life of Centre County's Facebook and Instagram pages
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling AND a recognition plaque

Signature Sponsor

\$500

- Sponsor logo featured on the Relay For Life of Centre County event website home page
- Co-branded Track sign album posted on Relay For Life of Centre County's Facebook and Instagram pages
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages with your business hashtag
- 2025 American Cancer Society Relay For Life Proud Supporter window cling AND a framed recognition certificate

Purple Chair Sponsor

\$2,500 (Limit One)

- Exclusive sponsorship of the GIANT inflatable chair
- Company Branding shown to participants who take photos on the chair
- Verbal recognition during opening and closing ceremonies
- All the benefits of the \$1,000 Bronze Sponsor Level



Survivor Tent Area

\$1,500 (Limit One)

- Co-branded logo sign designated as the Survivor Tent Area Sponsor donor
- Thank you insert placed in survivor care bags with company name and logo
- Verbal recognition during opening and closing ceremonies
- Logo on sponsor welcome post on Centre County's Relay Facebook & Instagram pages
- All the benefits of the \$500 Signature Sponsor Level



Customized Sponsor Level

\$500 - \$10,000 (NEW)

- If you don't see something that fits your company needs and charitable giving goals, let's talk! We can work with you to give you more options to make a difference in our community through your sponsorship dollars. Let's work together to make your experience as a Relay For Life of Center County Sponsor a meaningful one!



2025 Sponsorship Commitment Form

Business name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

Commitment Level

- \$7,500 – Presenting
- \$3,500 – Gold
- \$1,000 – Bronze
- \$2,500 – Purple Chair Sponsor
- \$5,000 – Platinum
- \$2,000 – Silver
- \$500 – Signature
- \$1,500 – Survivor Tent

Method of Payment **To receive all benefits, payment is due by May 27, 2025 (payable to American Cancer Society)**

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

Pay by Credit Card: Use QR code to the right.



Pay by electronic funds transfer: Reach out to tom.chucuddy@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 this signed form and a JPG logo to [\[tom.chucuddy@cancer.org\]](mailto:tom.chucuddy@cancer.org) by 5-27-25 to ensure high-quality printing. If a JPG logo 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 Centre County

SK: S8K72L

PO Box 862, Carnegie, PA 15106

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

Not Applicable

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