



2023 Making Strides Against Breast Cancer Sponsorship Opportunities Saturday, October 28 | Crown Center

BECOME A MAKING STRIDES SPONSOR

As a Making Strides Against Breast Cancer Sponsor, you will help the American Cancer Society save more lives from breast cancer. In 2023, more than 290,000 women and 2,800 men are expected to be newly diagnosed with breast cancer in the US and 43,250 are expected to die from the disease.

PRESENTING SPONSOR - \$30,000

- Naming rights on event webpage and event social media through the 2023 walk “presented by name”
- Company logo featured on a static social banner on Facebook in the month of October
- Larger promotional space at the Making Strides event (either 20x10 or 20x20)
- Opportunity to include a branded gift at the Survivor Tent

FLAGSHIP SPONSOR - \$20,000

- Speaking opportunity during the opening program on walk day
- Company logo featured on all print and digital collateral materials (such as posters and brochures)
- Company logo featured on the stage on walk day
- Featured in pre-event video highlighting your company’s involvement in the Making Strides event
- Inclusion in pre- and post-event news releases

GOLD SPONSOR - \$10,000

- Co-branded banner provided by the American Cancer Society for display on walk day
- Promotional space at your Making Strides event
- Company name featured on all print and digital collateral materials
- Option for a co-branded social media campaign

SILVER SPONSOR - \$5,000

- Company logo exclusively featured on your tent on walk day
- Promotional space at your Making Strides Event - ability to hand out branded items and approved information

BRONZE SPONSORSHIP - \$2,500

- Company logo exclusively featured on a highly visible sign along the walk route

***BENEFITS FOR ALL SPONSORSHIP LEVELS**

- Verbal recognition throughout the walk day program
- Company logo featured on a co-branded five-foot-tall pink ribbon sign or standard track sign displayed along the walk route
- Company logo featured on the home page of the event website

2023 MAKING STRIDES SPONSORSHIP COMMITMENT FORM

- Presenting - \$30,000
- Flagship - \$20,000
- Gold - \$10,000
- Silver - \$5,000
- Bronze - \$2,500

BUSINESS CONTACT INFORMATION

Please print your organization information clearly as you would like it to appear on printed materials. Logo must be submitted in an approved format and is subject to size restrictions on materials.

Business Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Phone: _____

Email: _____

METHOD OF PAYMENT

- Enclosed is my sponsorship check in the amount of: \$ _____
- Please send invoice

Please return completed commitment form to:

American Cancer Society, Inc., Attn Making Strides, PO Box 171335
Kansas City, KS 66117

Please contact Ashton Wells at 573.239.8852 or
ashton.wells@cancer.org if you would like more information
or have questions about sponsorship benefits

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

Please note: The COVID-19 pandemic has impacted how the American Cancer Society safely conducts 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.

