



# Relay For Life of Monroe County 2025 Sponsorship Opportunities



Event Staff Partner: [Kristen Pilon](mailto:Kristen.Pilon@cancer.org) | [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org) | 734.624.0571

[RelayForLife.org](http://RelayForLife.org) | 1.800.227.2345

# American Cancer Society

## Thank you for helping us save lives!

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We exist because the burden of cancer is unacceptably high. We are the only organization that integrates advocacy, discovery, and direct patient support to measurably improve the lives of people facing cancer and their families.

With the help of millions of supporters, we launch breakthrough research, create empowering resources for people to outsmart cancer, enable local communities to support those affected, and convene powerful activists to create awareness and impact. We believe that multicultural engagement and the diversity of our volunteers and employees are essential to the American Cancer Society's work to ensure that we make a difference in every community touched by cancer.

### Discover

**\$450M+**  
in grants

Largest private, nonprofit funder of cancer research in the US

### Advocacy

**50 states**  
the District of Columbia,  
Puerto Rico & Guam

Advocacy presence at every level of government

### Patient Support

**79M+**  
Lives touched  
per year

Direct patient support\* in prevention, screening, lodging, transportation, navigation, survivorship, education

\*Patient support programs and services touch 21,000 communities within the US and its territories, or 71% of ZIP codes.



The American Cancer Society is able to make the cancer journey easier for patients and their caregivers because of YOU, along with more than one million other volunteers across the country. Your willingness to selflessly invest your time as a volunteer with the American Cancer Society is so impactful and so valued. Thank you for joining our family and our mission. Your compassion is easing the cancer burden and inspiring hope, and we couldn't do what we do without you."

**Dr. Karen Knudsen**  
Chief Executive Officer



# 2025 Sponsorship Levels

\*Amenities subject to change if event experience needs to change due to circumstances beyond our control



**Presenting | \$5,000**

- Naming rights on event website homepage “Relay For Life of Monroe County, Presented by (Your Company)”.
- Employee engagement opportunity through custom company kickoff for your team.
- Speaking opportunities at our event and kickoff.
- Sponsor logo on post-event thank you email.
- Premier recognition on local social media platforms.
- 25 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Platinum, Gold, Silver, Bronze, and Signature\***



**Platinum | \$2,500**

- Company logo featured on static Facebook banner to be featured on Relay For Life page during the month of the event.  
**\*(if committed by 1<sup>st</sup> day of month prior to Relay)\***
- Promotional space during the event with an opportunity to provide approved giveaways.
- Verbal recognition during Relay For Life event opening ceremony.
- Sponsor logo with link to company website featured prominently on the home page of your local Relay For Life event website.
- 2 co-sponsored mission posts.
- 20 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Gold, Silver, Bronze, and Signature\***



**Gold | \$1,500**

- Logo displayed on 5' Relay For Life Ribbon sign.
- Sponsor logo featured on event posters/flyers  
**\*(if committed 90 days before event)\***
- Company-sponsored walk hour with the opportunity for employees to hand out ACS-approved giveaways to Relayers during the designated hour.
- Opportunity to address Relay For Life constituents live or through a pre-recorded video to be featured on social channels.
- 15 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Silver, Bronze, and Signature\***



\$5000 could allow us to provide program coordination, planning, and tracking for the ACS CARES program for 3 days.



\$2500 can help provide hope in the form of free lodging for 2 of our average guest's entire stays.



\$1500 can help provide 30 free rides and invaluable relief through our Road to Recovery program.

**\*\*Commit early and earn recognition at our pre-event fundraisers\*\***

*Benefits can be customized upon request*

# 2025 Specialty Sponsorships \*NEW\*



\*Amenities subject to change if event experience needs to change due to circumstances beyond our control



Purple Chair | \$2,000

- Company logo **EXCLUSIVELY** featured on signage near the purple chair at events for participants to take photos with, including (but not limited to) Kickoff and Relay.
- Company-sponsored walk hour with the opportunity for employees to hand out ACS-approved giveaways to Relayers during the designated hour.
- 18 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Platinum, Gold, Silver, Bronze, and Signature\***



Arch | \$2,000

- Company logo **EXCLUSIVELY** featured on signage near the arch at any outdoor events for participants to take photos with.
- Company-sponsored walk hour with the opportunity for employees to hand out ACS-approved giveaways to Relayers during the designated hour.
- 18 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Gold, Silver, Bronze, and Signature\***



Survivor | \$2,000

- Company logo **EXCLUSIVELY** featured on signage at the Survivor Reception.
- Verbal recognition during Survivor Reception.
- Company-sponsored walk hour with the opportunity for employees to hand out ACS-approved giveaways to Relayers during the designated hour.
- Provide unique sponsor recognition inside survivor goodie bags.
- 18 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Gold, Silver, Bronze, and Signature\***



### \$2000 could help:

- 5 people find free answers about cancer with a cancer information specialist. (\$250)
- 8 people find free answers and much-needed emotional support. (\$250)
- provide 10 free rides and invaluable relief. (\$500)
- 20 people facing breast cancer connect with trained survivors. (\$500)
- provide hope in the form of 1 free week of lodging (\$500)

## In-Kind Donations

If you are interested in donating goods or services to offset the costs of our event, please email [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org) to make arrangements. Examples include:

- Tents/bathrooms/lights, etc.
- Auction Items
- Food/beverage items
- Swag for our survivor goodie bags
- Prizes for games or recognition

**\*\*Commit early and earn recognition at our pre-event fundraisers\*\***

*Benefits can be customized upon request*

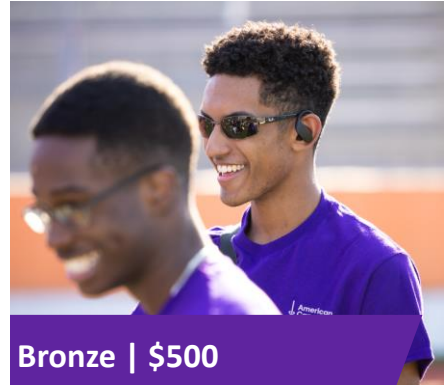


# 2025 Sponsorship Levels

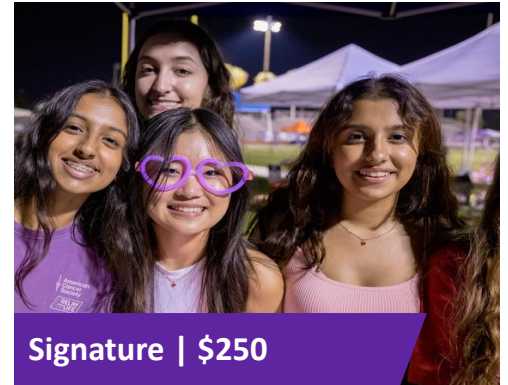
\*Amenities subject to change if event experience needs to change due to circumstances beyond our control



Silver | \$1,000



Bronze | \$500

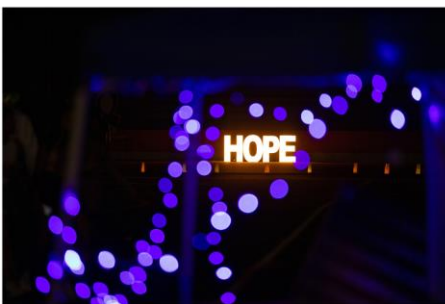


Signature | \$250

- Company logo with link featured on homepage and sponsor page of our event website.
- Opportunity to provide a graphic for our Facebook feed.
- Rights to promote sponsorship on company materials with ACS branded logos.
- Year-round engagement opportunities with participants, and event leadership team.
- 10 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Bronze and Signature\***

- Company logo featured on homepage and sponsor page of our event website.
- 1 co-sponsored mission post.
- 5 Luminaria bags to be dedicated by your employees and then displayed at the event (max bags).
- **\*Also receive amenities listed for Signature\***

- Sponsor name featured on the home page of your local Relay For Life event website.
- Sponsor recognition item(s) to display in your business (please choose from options listed on the commitment form).
- Recognition on local social media platforms.
- Relay For Life window cling.
- Name displayed on co-branded track sign.



\$1000 can help over 100 people find hope and support online.



\$500 can help 11 people find free answers about cancer with a cancer information specialist.



\$250 can help 10 people facing breast cancer connect with trained survivors.

**\*\*Commit early and earn recognition at our pre-event fundraisers\*\***

*Benefits can be customized upon request*



# Together we can beat cancer.

The American Cancer Society is the leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer through advocacy, research, and patient support. By supporting your local Relay, you are ensuring everyone has the opportunity to prevent, detect, treat, & survive cancer.

## 2025 Sponsorship Levels And Benefits

Sponsor Benefit	Presenting \$5,000	Platinum \$2,500	Specialty Sponsorship \$2000	Gold \$1,500	Silver \$1,000	Bronze \$500	Signature \$250
Naming rights on event website homepage: "Relay For Life of Monroe County, Presented by [your company]"	✓						
Employee engagement opportunity- custom company kickoff for your team	✓						
Speaking opportunity during your local Relay For Life event or kickoff	✓						
Company logo featured on post-event thank you email	✓						
Premier recognition on local social media platforms	✓						
Company logo featured on static Facebook banner to be featured during the month of the event <b>*(if committed by 1<sup>st</sup> day of month prior to Relay)*</b>	✓	✓					
Promotional space during your local Relay For Life event with an opportunity to provide ACS-approved giveaways	✓	✓					
Verbal recognition during Relay For Life Opening Ceremony	✓	✓					
Logo displayed on 5' Relay For Life Ribbon Sign at event	✓	✓	✓	✓			
Sponsor logo on event flyers <b>*(if committed 90 days prior)*</b>	✓	✓	✓	✓			
Company logo exclusivity on your choice purple chair, arch, or at survivor reception			✓				
Verbal recognition during survivor reception and inside survivor goodie bags (survivor sponsor only)			✓				
Company-sponsored walk hour with the opportunity for employees to hand out ACS-approved giveaways to Relayers during the designated hour.	✓	✓	✓	✓			
Opportunity to post a video or graphic on social media channels	<b>Video</b>	<b>Video</b>	<b>Video</b>	<b>Video</b>	<b>Graphic</b>		
Company logo featured on the home page of local Relay For Life event website with link to your company website	✓	✓	✓	✓	✓		
Year-round engagement opportunities with participants & Event Leadership Team	✓	✓	✓	✓	✓		
Rights to promote sponsorship on company materials with ACS logos	✓	✓	✓	✓	✓		
Co-sponsored mission post(s)	<b>2 posts</b>	<b>2 posts</b>	<b>1 post</b>	<b>1 post</b>	<b>1 post</b>	<b>1 post</b>	
Sponsor recognition item(s) to display in your business (choose from options listed on commitment form)	✓	✓	✓	✓	✓	✓	✓
Recognition on local social media platforms	✓	✓	✓	✓	✓	✓	✓
Relay For Life window cling	✓	✓	✓	✓	✓	✓	✓
Name displayed on co-branded track sign					✓	✓	✓
Company logo/name featured on homepage & sponsor page of website	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>LOGO</b>	<b>NAME</b>
Luminaria bags to be dedicated by your employees and then displayed at the event (max bags)	25	20	18	15	10	5	



RELAY FOR LIFE OF MONROE COUNTY

# 2025 Sponsorship Commitment Form

For questions or a customized package, please reach out to Kristen Pilon at 734.624.0571 or [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org)!

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact name: \_\_\_\_\_

Telephone number (business): \_\_\_\_\_ Email: \_\_\_\_\_

Web address: \_\_\_\_\_ Social Media Handle: \_\_\_\_\_

## Commitment Level

\$5000 – Presenting     \$2000 – Specialty (specify below\*)     \$1000 - Silver     \$250 - Signature

\$2500 – Platinum     \$1500- Gold     \$500 - Bronze     In-Kind

\*My specialty sponsorship is for (circle one): Purple Chair    Arch    Survivor Celebration

## ADDITIONAL RECOGNITION ITEMS:

 Please choose which of the following items you'd like to receive:

CHOOSE ONE:     Flyer (8.5x11)     Poster (11x17)     Yard Sign (18x24)

CHOOSE ONE:     Wall Plaque (\$1000 and above)     Crystal Award (\$2500 and above)

## Method of Payment commitment form is due before any amenities can be given; sponsorship must be paid by September 1st

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

Pay by electronic funds transfer. Reach out to [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org) to set up payment.

Pay by Credit Card – Scan the QR code below or visit <https://bit.ly/MonroeCounty2025Sponsorship> to pay your sponsorship by credit card using our Event Website. (Please email this form to [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org) so we know to be on the lookout for this 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 [Kristen.Pilon@cancer.org](mailto:Kristen.Pilon@cancer.org) 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**  
**Attention: Relay For Life of Monroe County**  
**SK: V9Z6YU**  
**PO Box 10069 Detroit, MI 48210**

Name of team or individual to be credited with this Sponsorship:  
\_\_\_\_\_  
 Not Applicable