



DetermiNation
ENDURANCE SERIES



C2C Relay Run

August 23 – 24, 2019

SPONSORSHIP OPPORTUNITIES

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c2crelayrun.org

What is C2C Relay Run?

The fifth annual American Cancer Society C2C Relay Run is a two-day, relay-style running adventure from Columbus to Cincinnati. Participants will run, train, and fundraise to help save lives from cancer. Funds raised through the C2C Relay Run support those who are currently dealing with a cancer diagnosis, those who may face a diagnosis in the future, and those who may avoid a diagnosis altogether thanks to education and risk reduction.

Celebrating five years of going the distance to end cancer!

The C2C Relay Run has been engaging running communities across the state of Ohio for the past five years. Over 300 runners have accepted the challenge and raised over \$400,000 dollars toward the fight against cancer. That's the equivalent of 16,000 free rides to treatment or 8,000 free stays through our hotel and lodging programs. Those funds also support groundbreaking research, a lot of which is taking place right here in Ohio.



OUR MISSION

The American Cancer Society is dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer.



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What is Determination?

Determination is the American Cancer Society's event endurance program, spanning a variety of sports including cycling, running, hiking, yoga, and more. The collective efforts of the dedicated athletes that use their fortitude to help raise funds to take down cancer are nothing short of amazing.

Together with our sponsors, we tackle every course, rally every community, and stay absolutely relentless in the fight against cancer.

Become a Determination sponsor.

- By becoming a Determination sponsor, you help reduce the burden of cancer on our community. More than 1.7 million people are expected to be newly diagnosed with cancer, and more than 600,000 are expected to die from the disease this year alone.
- You provide a quality team-building experience and a medium for philanthropy. Through your support as a dedicated partner in saving lives from cancer, community members will see your company's commitment to the well-being of your customers and employees.
- Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. We continue to be the leading, trusted source for cancer information, with 96 percent aided brand awareness among consumers.*

*American Cancer Society Market Research: 2016 Brand Tracker



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Every Mile is Meaningful

Every step you take and every mile you conquer will help the American Cancer Society continue to save lives and create a world with less cancer and more birthdays.

Your sponsorship saves lives.



GROUNDBREAKING RESEARCH

- Largest private, nonprofit funder of cancer research
- Contributed to a 26% decline in cancer death rates since 1991
- Funding cutting-edge researchers early in their careers
- Have funded 47 Nobel Prize recipients.



ANSWERS AND SUPPORT

- Free rides to chemo
- Free places to stay near hospitals
- Live 24/7 helpline
- So much more!



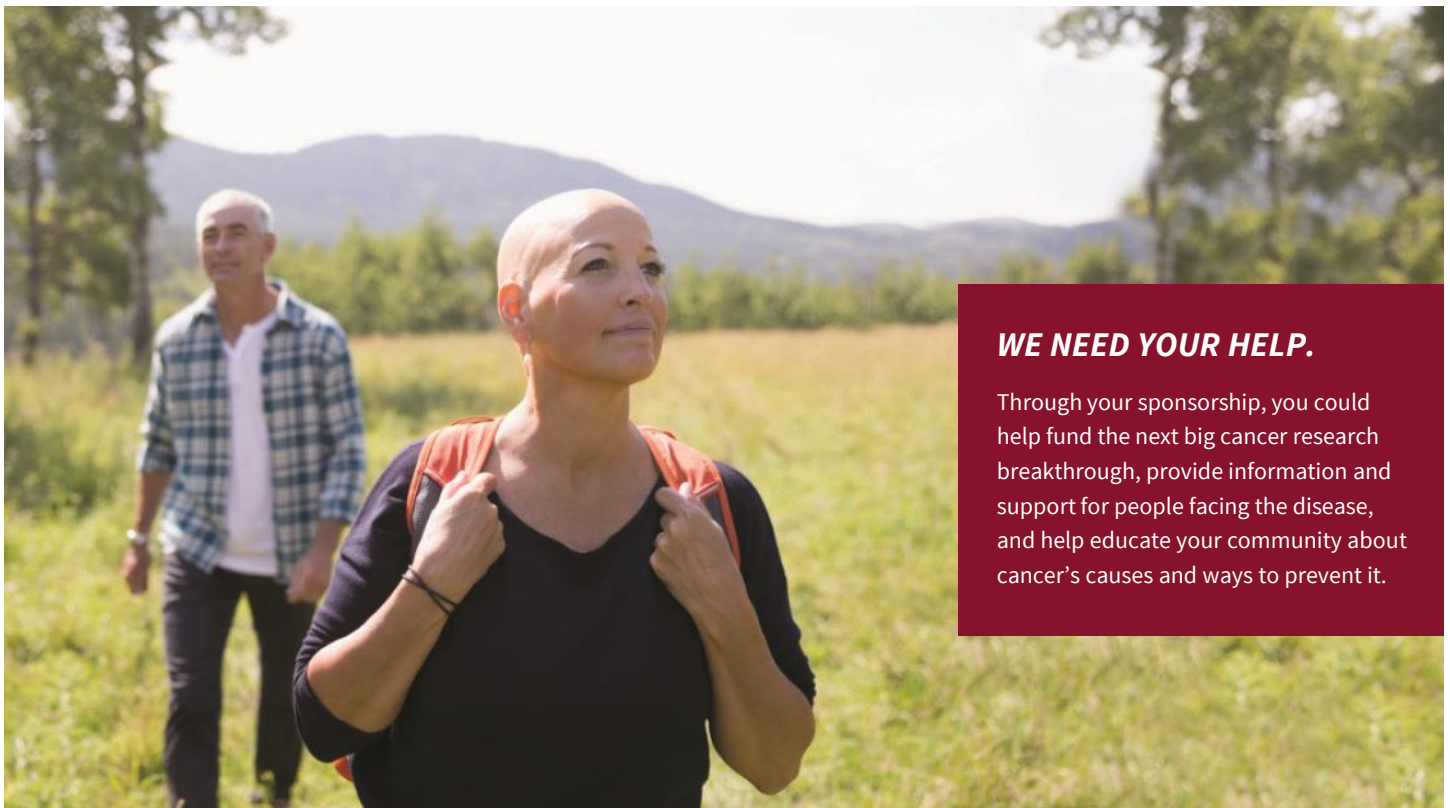
CANCER PREVENTION AND EARLY DETECTION

- Helping people avoid tobacco, achieve and maintain a healthy weight
- Educating people about cancer screenings that are appropriate for them
- Advocating for local, state, and federal policies that help everyone get and stay healthy



PUBLIC POLICY

- Working with lawmakers to make the world a healthier place to live, through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN)
- Rallying communities around the globe to support our cause



WE NEED YOUR HELP.

Through your sponsorship, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

C2C RELAY RUN SPONSORSHIP OPPORTUNITIES

\$10,000	Presenting Sponsor One opportunity
\$5,000	Start or Finish Line Sponsor Two opportunities
\$2,500	Course Sponsor Two opportunities
\$1,000	Event Day Sponsor Four opportunities
\$500	Major Exchange Point Sponsor Five opportunities
\$250	Exchange Point Sponsor 19 opportunities

Sponsors help the American Cancer Society provide a safe, fun, and meaningful run experience, as their donations help fund and underwrite the cost of event amenities.



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C2C RELAY RUN SPONSORSHIP BENEFITS

BENEFITS	PRESENTING SPONSOR	START OR FINISH	COURSE SPONSOR	EVENT DAY	MAJOR EXCHANGE POINT	EXCHANGE POINT
Recognition in marketing and promotional materials	X	X	X			
Company logo on event and volunteer shirts	X	X	X	X		
Company name on event and volunteer shirts					X	
Signage featuring company logo at start and/or finish	X	X				
Featured on C2C Relay Run digital platforms	X	X	X	X		
Complimentary team entry	X	X				
Opportunity to provide promotional item to athletes	X	X	X	X		
Mention in public address announcements at start/finish	X	X	X	X		
Attend and have speaking opportunity at Celebration Dinner	X					
Sign featuring company logo on course	X				X	X

CUSTOMIZATION AVAILABLE

- Work with a C2C Relay Run staff partner to design a customized partnership
- Select assets and level of involvement to best meet the needs of your company and employees
- Partnership opportunities for marketing, philanthropy, and employee engagement



Presenting Sponsor | \$10,000

SPONSORSHIP FEATURES

- Mentioned as the presenting sponsor on all C2C Relay Run promotional materials, press releases, and collateral
- Opportunity for company representative to speak at Celebration Kick-Off Dinner
- Reserved table for up to eight guests at Celebration Kick-Off Dinner
- Company logo prominently featured on event and volunteer t-shirts (artwork must be received by July 20, 2019)
- Company logo on all race-weekend banners, including start and finish line; Company has the opportunity to provide additional signage for display
- Company logo prominently displayed on all C2C Relay Run digital platforms
- Complimentary entry for one team (up to eight runners)
- Opportunity to have presence and to provide runners and spectators with promotional items at the C2C Relay Run Start and/or Finish Line
- Mention and thank you in event day public address announcement



ADDITIONAL BENEFITS

- ❑ Engage your employees through volunteer opportunities on the route.
- ❑ Association with the American Cancer Society, co-branding opportunities, and use of the society logo.
- ❑ Opportunities to customize your sponsorship .
- ❑ Sponsorships are tax deductible.

Start Line Sponsor | \$5,000

SPONSORSHIP FEATURES

- Recognition as the Start Line sponsor, where appropriate, in all C2C Relay Run promotional materials, press releases, and collateral
- Company logo prominently featured on event and volunteer t-shirts (artwork must be received by July 20, 2019)
- Company logo featured on Start Line banner; opportunity to provide additional signage for display
- Company logo displayed on all C2C Relay Run digital platforms
- Opportunity to have presence and to provide runners and spectators with promotional items at the C2C Relay Run Start Line
- Complimentary entry for one team (up to eight runners)
- Mention and thank you in event day public address announcements

Finish Line Sponsor | \$5,000

SPONSORSHIP FEATURES

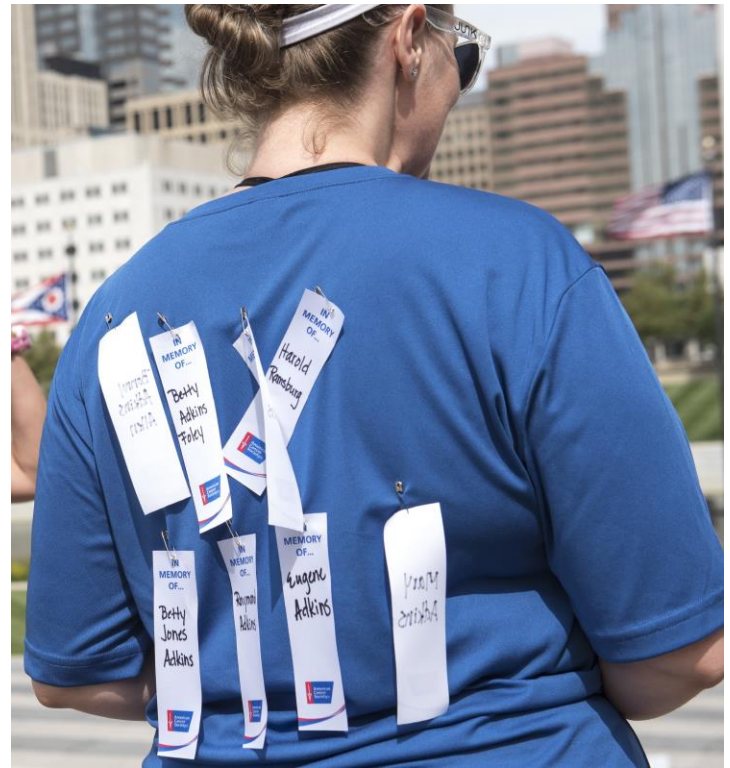
- Recognition as the Finish Line sponsor, where appropriate, in all C2C Relay Run promotional materials, press releases, and collateral
- Company logo prominently featured on event and volunteer t-shirts (artwork must be received by July 20, 2019)
- Company logo featured on Finish Line banner; opportunity to provide additional signage for display
- Company logo displayed on all C2C Relay Run digital platforms
- Opportunity to have presence and to provide runners and spectators with promotional items at the C2C Relay Run Finish Line.
- Complimentary entry for one team (up to eight runners)
- Mention and thank you in event day public address announcements



Course Sponsor | \$2,500

SPONSORSHIP FEATURES

- Mentioned as a Course Sponsor, where appropriate, on all C2C Relay Run promotional materials, press releases, and collateral
- Company logo featured on event and volunteer t-shirts (artwork must be received by July 20, 2019)
- Company logo prominently displayed on all C2C Relay Run digital platforms
- Opportunity to have presence and to provide runners and spectators with promotional items at the C2C Relay Run
- Mention and thank you in event day public address announcements



Event Day Sponsors | \$1,000

SPONSORSHIP FEATURES

- Company logo featured on event and volunteer t-shirts (artwork must be received by July 20, 2019)
- Company logo prominently displayed on all C2C Relay Run digital platforms
- Opportunity to have presence and to provide runners and spectators with promotional items at the C2C Relay Run
- Mention and thank you in event day public address announcement



Major Exchange Point Sponsor | \$500

SPONSORSHIP FEATURES

- Signage and company branding at one of five major C2C Relay Run Exchange Points
- Company name on C2C Relay Run event and volunteer t-shirts
- Opportunity to provide promotional items to runners at the exchange point



Exchange Point Sponsor | \$250

SPONSOR FEATURES

- Company logo featured at exchange point



C2C Relay Run

SPONSORSHIP COMMITMENT FORM

Business name: _____

Business street address: _____

Business city/state/ZIP: _____

Business website: _____

Contact: _____

Email: _____

Phone and fax: _____

Yes! My organization would like to sponsor C2C Relay Run at the following level:

☐ Presenting Sponsor (\$10,000)

☐ Course Sponsor (\$2,500)

☐ Start Line Sponsor (\$5,000)

☐ Event Day Sponsor (\$1,000)

☐ Finish Line Sponsor (\$5,000)

☐ Major Exchange Point (\$500)

☐ Exchange Point (\$250)

Amount enclosed \$ _____

☐ Please find my check in the amount of \$ _____ enclosed, payable to the American Cancer Society.

☐ Please charge my: ☐ Visa
☐ Mastercard in the amount of \$ _____
☐ Discover
☐ American Express

Cardholder name: _____

Credit card number: _____

Exp. date: _____

Signature: _____

Please send completed form and payment to:

kristen.cooksey@cancer.org

American Cancer Society
C2C Relay Run | 5555 Frantz Rd., Dublin, OH 43017

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 and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

***Thank you for supporting the 2019 C2C Relay Run.
Together, we are stronger than cancer!***



**FARTHER. FASTER.
STRONGER TOGETHER.**

Join the C2C Relay Run and Determination team and help us fight through to fight cancer.



cancer.org | 1.800.227.2345



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