



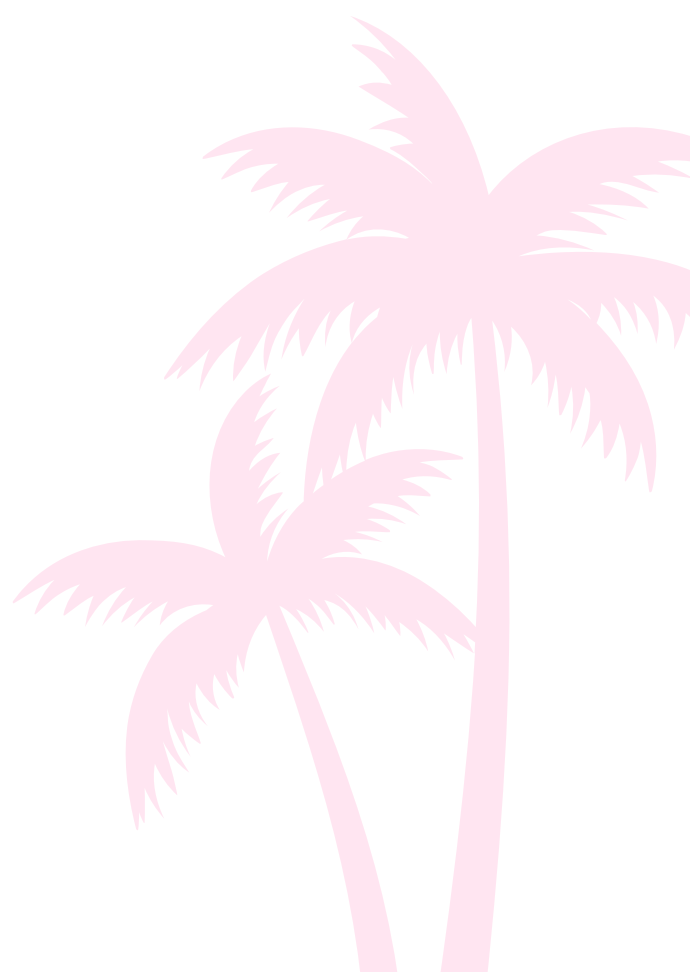
MAKING STRIDES AGAINST BREAST CANCER LEON

SUNDAY, OCTOBER 20, 2024

Cascades  Park

2 PM- EVENT OPEN TO ALL ATTENDEES

3 PM-WALK BEGINS



[MAKINGSTRIDESWALK.ORG/LEONFL](https://www.makingstrideswalk.org/leonfl)



MAKING STRIDES AGAINST BREAST CANCER LEON SPONSORSHIP AT A GLANCE

EXCLUSIVE Presenting Sponsor	Naming rights and benefits as EXCLUSIVE presenting sponsor and premium walk day experience.	\$10,000
Flagship Sponsor (NEW!)	On site activation on plaza during walk day, tabling opportunity at kickoff event, and more 5-foot pink ribbon.	\$3,750 fundraising \$3,750 sponsorship
Platinum Sponsor	On site activation on plaza during walk day, 5-foot pink ribbon, and activation along walk route.	\$7,500
Gold Sponsor	On site activation on plaza during walk day and 5-foot pink ribbon.	\$5,000
EXCLUSIVE Survivor Sponsor	Naming rights to the Survivor and Thriver experience on event day	\$5,000
EXCLUSIVE Stage Sponsor	Naming rights to the Survivor and Thriver experience on event day	\$5,000
EXCLUSIVE "I Walk For" Sponsor	Opportunity to activate on site and distribute "I Walk For" bibs to participants.	\$2,500
EXCLUSIVE Pink Zone Sponsor	Opportunity to activate on site and distribute pink accessories to participants.	\$2,500
EXCLUSIVE Start Line Sponsor	Naming rights and prime visibility as exclusive Start Line Sponsor	\$2,500
EXCLUSIVE Finish Line Sticker Sponsor	Opportunity to distribute co-branded finisher stickers to 3,000+ walkers	\$2,500
EXCLUSIVE Kids Zone Sponsor	Naming rights as exclusive Kids Zone sponsor and activation on site.	\$2,500
EXCLUSIVE Selfie Station Sponsor	Naming rights as exclusive selfie station sponsor and co-branded digital photo booth activation.	\$2,500
Walk Route Partner (multiple available)	Activation along walk route to distribute water (4 available) or provide a photo opportunity (2 available).	\$1,500
Pink Ribbon Partner (multiple available)	Opportunity to brand one 5-foot pink ribbon	\$1,000

Contact Carlye Collison
carlye.collison@cancer.org
 850.201.7878





INVESTING IN THE AMERICAN CANCER SOCIETY

The American Cancer Society Making Strides Against Breast Cancer is the **nation's largest and most impactful breast cancer movement**, working to end breast cancer as we know it, for everyone. Thanks to your support, a breast cancer diagnosis does not come without hope, and the breast cancer journey is not one that is traveled alone.

Impact

- More than **\$78.2 million** currently invested in breast-cancer specific research through **162 grants**; **3 of these grants** are located in the state of **Florida**
- Hope Lodge Jacksonville provided **546 nights of care** to **Leon County residents** in 2023!
- Nearly **3,000 people with breast cancer** helped last year with one-on-one support through Reach to Recovery
- Approximately **300,000 calls and online chat** support provided in 2022
- More than **323,000 rides** provided to people with any cancer

2023 Highlights

Leon Event

- 2023 Teams: **97**
- 2023 Participants: **459**
- 2023 Dollars Raised: **\$92,823**
- 2023 Walk Day Attendees: **3,000+**

Nationally

- Making Strides Events in the U.S.: **more than 150**
- Making Strides Participants in the U.S.: **820,000**
- Making Strides Dollars raised in the U.S.: **\$42,450,297**



[MakingStridesWalk.org/LeonFL](https://www.makingstrideswalk.org/LeonFL)



Dear Community Partner,

Breast cancer is a disease we simply cannot ignore. It remains the most common cancer among women in the US and is the second leading cause of cancer death in women. This disease continues to impact the lives of so many close to us, with more than 22,670 new cases in Florida being diagnosed this year alone. Help us change the statistics by partnering with the American Cancer Society Making Strides Against Breast Cancer of Leon County.

Making Strides is an impactful walk to raise awareness and funds that will help the American Cancer Society save lives from breast cancer. Communities across the nation will come together in the month of October at Making Strides Against Breast Cancer walks and collectively stride toward a goal we know is attainable: defeating breast cancer as we know it. Making Strides of Leon County is expected to bring together more than 3,000 activists against the disease this October at Cascades Park.

As a corporate partner, you'll be joining so many others who invest in our mission. Thanks to partners across all industries, the American Cancer Society is fighting breast cancer on all fronts – investing in the latest research, providing free transportation for the greatest access to care, places to stay when treatment is far from home, and so much more.

Partnering with our mission as a corporate partner offers many benefits to enhancing company culture including the opportunity to unite your staff in team activities for a worthy cause. Not to mention, having your brand in front of thousands of potential clients.

Enclosed you will find information about partnership opportunities. We hope you will join us in the fight against breast cancer this year!

Sincerely,

A handwritten signature in black ink that reads "Carlye Collison". The signature is written in a cursive, flowing style.

Carlye Collison
Development Manager

PRESENTING SPONSOR

(Exclusive) On-Plaza Activation

\$10,000

CORPORATE RECOGNITION BENEFITS

- Naming rights on event website homepage and promotional materials: "Making Strides Against Breast Cancer of Leon County, Presented by (Your Company)"
- Sponsor logo included on standard event communication to all participants.

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Recognition on event social channels
- Provide unique sponsor recognition or sponsor incentive item as part of a social media campaign challenge.
- Company logo featured on static Facebook banner to be featured on Making Strides Facebook group during the month of October
- 5 dedicated posts highlighting presenting sponsor & ACS Partnership
- Company logo featured on home page and sponsor page of the event website
- Opportunity to address Making Strides constituents live or through a pre-recorded video to be featured on Making Strides social channels
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team
- Annual impact report, highlighting value and return of sponsorship
- Logo featured on post event "thank you" email

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS
- Logo visible on digital billboards subject to media partner

DAY-OF EXPERIENCE

- Promotional space at your Making Strides event (20 x 20 tent) in most prominent location chosen by the sponsor
- Opportunity to distribute Society-approved company products or materials
- Speaking opportunity during the opening program and verbal recognition throughout
- Co-branded banner provided by the American Cancer Society and opportunity to display two additional company banners provided by company
- Standard track sign displayed along the walk route



MakingStridesWalk.org/LeonFL

FLAGSHIP SPONSOR

NEW PARTNERSHIP



Brand Recognition

- Company logo displayed on homepage and sponsor page of event website
- Company logo featured on post-event 'thank you' email sent to all participants
- Recognition on event social media pages as Flagship Sponsor
- Recognition in monthly eNewsletter
- Right to use ACS event logo on company website and social platforms with messaging relating to our partnership. **ACS reserves the right to review and edit messaging and logo placement.**

Additional benefits may be added throughout the year

Kickoff Event

- Opportunity for company to have an expo table at kickoff (Flagship benefit only)
- Verbal and visual recognition during program
- Company logo on 5ft Pink Ribbon to display at kickoff
- Employee engagement opportunity through customized company kickoff for your
- Making Strides team

Event Day

- Speaking opportunity during the opening program and verbal recognition
- 10x10 promotional space on event plaza at Making Strides event with opportunity to distribute ACS-approved promotional items
- Co-branded banner provided by American Cancer Society displayed at event
- 5ft co-branded Pink Ribbon sign displayed at event

Commitment as a Flagship Sponsor

- 1 company leader to serve as a 2024 **Making Strides Board of Ambassador**
- Recruit a team of registered walkers with a goal of 30 participants (staff, family, and friends.)
- Designate Team Leaders to facilitate recruitment and fundraising efforts.
- Provide sponsorship contribution of \$3,750 and Team Fundraising \$3,750

Total Investment: \$7,500



PLATINUM, GOLD, SILVER SPONSORS

(Multiple Available) On-Plaza Activation

RIGHTS AND BENEFITS

- Have a Making Strides internal kickoff to engage employees
- Opportunity for company representatives to connect with community leaders
- Verbal and visual recognition throughout the program
- Provide Society-approved company products or materials
- Opportunity for company employee to serve on event leadership team or as honorary chair
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

BRAND RECOGNITION

- Logo featured on home page and sponsor page of the event website linked to company website
- Recognition on social media
- Recognition in 1 email newsletter sent to all registered participants

DAY-OF EXPERIENCE

- Co-branded banner provided by the American Cancer Society and opportunity to display one company banner
- Promotional space for prime visibility at your Making Strides event
- Verbal recognition throughout the stage program
- Distribute Society-approved company products or materials
- Standard track sign displayed along walk route

Platinum Sponsor

\$7,500

- 10x10 tent on plaza, 5ft pink ribbon, AND activation along walk route

Gold Sponsor

\$5,000

- 10x10 tent on plaza AND 5ft pink ribbon to be displayed at event

Silver Sponsor

\$2,500

- 10x10 tent on plaza



EXCLUSIVE NAMING RIGHTS SPONSORSHIPS

\$5,000 Level:

RIGHTS AND BENEFITS

- Have a Making Strides kickoff helps engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Recognition on event social channels in at least two (2) social media posts
- Company logo featured on home page and sponsor page of the event website
- Customized team fundraising platform for your team
- Annual impact report, highlighting value and return of sponsorship
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS
- Company logo/name featured in one email newsletter sent to all registered participants

DAY-OF EXPERIENCE

- Promotional space at your Making Strides event (10x10 tent) located at Cascades Park plaza
- Co-branded banner provided by the American Cancer Society
- Verbal recognition throughout the stage program
- Co-branded track marker located on walk route

EXCLUSIVE Survivor and Thriver Sponsor

- Naming rights to the Survivor and Thriver experience on event day

EXCLUSIVE Stage Sponsor

- Company logo exclusively featured on the highly-visible bottom of stage on walk day



EXCLUSIVE NAMING RIGHTS SPONSORSHIPS

\$2,500 Level:

RIGHTS AND BENEFITS

- Have a Making Strides kickoff helps engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Recognition on event social channels in at least one dedicated social media post
- Company logo featured on home page and sponsor page of the event website
- Customized team fundraising platform for your team
- Annual impact report, highlighting value and return of sponsorship
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS

DAY-OF EXPERIENCE

- Promotional space at your Making Strides event (10x10 tent) located at Cascades Park plaza
- Co-branded banner provided by the American Cancer Society
- Verbal recognition throughout the stage program
- Co-branded track marker located on walk route

EXCLUSIVE Pink Chair Sponsor

SOLD

- Company logo exclusively featured on the highly-visible
- Pink Chair as a photo op for participants

EXCLUSIVE Wall of Hope Sponsor

SOLD

- Naming rights to Wall of Hope area

EXCLUSIVE Get Screened Sponsor

- Naming rights as the "Get Screened" Sponsor
- 4 dedicated Mission posts on social media, promoting breast cancer screenings with company logo

EXCLUSIVE Health and Wellness Sponsor

- Naming rights to health and wellness area/booth

EXCLUSIVE Pink Out Zone Sponsor

- Naming rights as Pink Out Zone Sponsor and opportunity to distribute pink "swag" to walkers (beads, bracelets, face tattoos, etc)



EXCLUSIVE NAMING RIGHTS SPONSORSHIPS

\$2,500 Level:

RIGHTS AND BENEFITS

- Have a Making Strides kickoff helps engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Recognition on event social channels in at least one dedicated social media post
- Company logo featured on home page and sponsor page of the event website
- Customized team fundraising platform for your team
- Annual impact report, highlighting value and return of sponsorship
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS

DAY-OF EXPERIENCE

- Promotional space at your Making Strides event (10x10 tent) located at Cascades Park plaza
- Co-branded banner provided by the American Cancer Society
- Verbal recognition throughout the stage program
- Co-branded track marker located on walk route

EXCLUSIVE Volunteer Tent Sponsor

- Opportunity to provide company branded shirts to volunteers
- Company logo exclusively featured on the highly-visible Volunteer Tent on walk day

EXCLUSIVE Photo Booth Sponsor

- Company logo exclusively featured on the highly-visible Photo Booth area
- Company logo exclusively featured on digital event photos taken at photo booth

EXCLUSIVE Little Striders "Kid Zone" Sponsor

- Naming rights to area for children and family activities

EXCLUSIVE Pet Stop Sponsor

- Naming rights to pet stop area

SOLD



EXCLUSIVE “I WALK FOR” TRIBUTE SPONSOR

\$2,500 Investment On-Plaza Activation

RIGHTS AND BENEFITS

- Have a Making Strides internal kickoff to engage employees
- Opportunity for company employee to serve on event leadership team or as honorary chair
- Opportunity for company representatives to connect with community leaders
- Verbal and visual recognition throughout the program
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

BRAND RECOGNITION

- Logo featured on home page and sponsor page of the event website linked to company website
- Recognition through one dedicated social media post
- Company logo featured on event email newsletter sent to all current and prior participants

DAY-OF EXPERIENCE

- Co-branded banner provided by the American Cancer Society and opportunity to display one company banner
- Promotional space on Plaza and 10x10 tent for prime visibility at your Making Strides event
- Verbal recognition throughout the stage program
- Distribute Society-approved company products or materials

“I WALK FOR” TRIBUTE SPONSOR BENEFITS

- Distribute 1,000 co-branded “I walk for” bibs provided by the American Cancer Society
- Signs are meant to **honor or memorialize loved ones** touched by cancer by writing their names on the signs, which are then pinned on participant shirts and worn while walking



EXCLUSIVE START LINE SPONSOR

\$2,500 Level

As our **Start Line Sponsor**, you will have the opportunity for your company logo to be displayed at our start line, visible to all walkers as they begin their walk in the fight to end breast cancer.

RIGHTS AND BENEFITS

- Have a Making Strides kickoff helps engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Recognition on event social channels in at least one dedicated social media post
- Company logo featured on home page and sponsor page of the event website
- Customized team fundraising platform for your team
- Annual impact report, highlighting value and return of sponsorship
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS

DAY-OF EXPERIENCE

- Co-branded start line banner provided by the American Cancer Society
- Verbal recognition throughout the stage program
- Co-branded track marker located on walk route

Example:



MakingStridesWalk.org/LeonFL

EXCLUSIVE FINISH LINE STICKER SPONSOR

\$2,500 Level

As our **Finish Line Sticker Sponsor**, you will be able to interact with all of our walkers on walk day (ACS can provide volunteers to distribute stickers, if needed). Finish line stickers will be promote before and at the walk. Participants cross the Finish Line celebrating their hard work in the fight against cancer. Their sticker serves as a **badge of honor** for their Making Strides efforts.

RIGHTS AND BENEFITS

- Have a Making Strides kickoff helps engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

DIGITAL MARKETING

- ACS support in developing cobranded social campaign and execution
- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Recognition on event social channels in at least one dedicated social media post
- Company logo featured on home page and sponsor page of the event website
- Customized team fundraising platform for your team
- Annual impact report, highlighting value and return of sponsorship
- Digital Team Toolkit to provide guidance on successful organization and fundraising for your company team

MEDIA/ PROMOTIONAL

- Rights to promote sponsorship in other publications with co-branded ad approved by ACS

DAY-OF EXPERIENCE

- Company logo featured on 1,000 Finish Line stickers
- Opportunity to provide volunteers to hand out Finish Line Stickers (ACS can provide volunteers if preferred)
- Verbal recognition throughout the stage program
- Co-branded track marker located on walk route



MakingStridesWalk.org/LeonFL

WALK ROUTE SPONSORSHIPS

(Multiple Available) Walk Route Partner, Water Stop

\$1,500

SPONSORSHIP AMENITIES

- **Opportunity to brand a Water Stop (10x10) tent along the event route (water provided)**
- Opportunity to distribute Society-approved company products or materials
- Co-branded track marker located on walk route
- Co-branded banner provided by the American Cancer Society
- Company logo featured on sponsor page of the event website
- Recognition across official social media platforms
- Verbal recognition throughout the walk day program
- Have a Making Strides kickoff to help engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair

(Multiple Available) Walk Route Partner, Photo Booth

\$1,500

SPONSORSHIP AMENITIES

- **Opportunity to brand a Photo Booth (10x10) tent along the event route**
- **ACS to provide co-branded photo frame prop**
- Opportunity to distribute Society-approved company products or materials
- Co-branded track marker located on walk route
- Co-branded banner provided by the American Cancer Society
- Company logo featured on sponsor page of the event website
- Recognition across official social media platforms
- Verbal recognition throughout the walk day program
- Have a Making Strides kickoff to help engage employees in the mission to save lives from cancer
- Opportunity for company employee to serve on event leadership team or as honorary chair



TRACK MARKER SPONSOR

(Multiple Available) Pink Ribbon Sponsor

\$1,000

SPONSORSHIP AMENITIES

- **Company logo on 1 (one) five-foot pink ribbon throughout event and seen by 3,000+ supporters**
- Opportunity to distribute Society-approved company products or materials
- Co-branded track marker located on walk route
- Co-branded pink ribbon provided by the American Cancer Society
- Company logo featured on sponsor page of the event website
- Recognition across official social media platforms
- Verbal recognition throughout the walk day program

(Multiple Available) Track Marker Sponsor

\$500

SPONSORSHIP AMENITIES

- Co-branded track marker located on walk route
- Recognition across official social media platforms
- Verbal recognition throughout the walk day program
- Company logo featured on sponsor page of the event website



CUSTOM SPONSORSHIP

We would love to customize a sponsorship for you and your company that best fits your current goals, priorities, and interests. Please reach out to Carlye at carlye.collison@cancer.org to schedule a time to meet and discuss a custom sponsorship opportunity!



SPONSORSHIP COMMITMENT FORM

MAKING STRIDES OF LEON COUNTY

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 1, 2024

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

Please send invoice to: _____

Pay by electronic funds transfer. (Reach out to carlye.collison@cancer.org to set up payment.)

We are unable to be a designated Making Strides sponsor this year, but enclosed is our donation of \$ _____

Sponsor signature: _____ Date: _____

Please email an EPS logo and JPG logo to carlye.collison@cancer.org as soon as possible 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 make checks out to: **American Cancer Society**

Send sponsorship checks with an enclosed copy of this form to:

American Cancer Society
Attn: MSABC of Leon Y5E52C
PO Box 17127
Tampa, FL 33682





For more information, please contact:
Carlye Collison, Development Manager
Carlye.Collison@cancer.org | (850)-201-7878



MakingStridesWalk.org/LeonFL