



MAKING STRIDES AGAINST BREAST CANCER OF GREATER PITTSBURGH

2024 Sponsorship Opportunities

OCTOBER 2024 | 9:00 AM
ACRISURE STADIUM



Presenting Sponsor

1 Available

RIGHTS & BENEFITS

- Exclusive Opportunity to present Making Strides Against Breast Cancer of Pittsburgh
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Employee engagement opportunity through custom company kickoff for your Making Strides Team
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Naming rights on event website homepage: "Making Strides Against Breast Cancer of Greater Pittsburgh, Presented by (Your Company)"
- Inclusion in pre & post event news releases
- Sponsor logo included on standard event communication to all participants
- Company logo featured on static Facebook banner to be featured on Making Strides Facebook page during the month of October
- Logo displayed on event homepage & sponsor page with company link
- Recognition on event social media channels
- Opportunity to address Making Strides constituents through a pre-recorded video to be featured on Making Strides social channels

EVENT DAY RECOGNITION & EXPERIENCE

- Speaking opportunity during the opening program with a check presentation
- Opportunity to have representatives cut the ribbon at event start
- Co-branded banner provided by the American Cancer Society
- Opportunity to display two company banners
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$20,000**

Champion Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Employee engagement opportunity through custom company kickoff for your Making Strides Team
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report



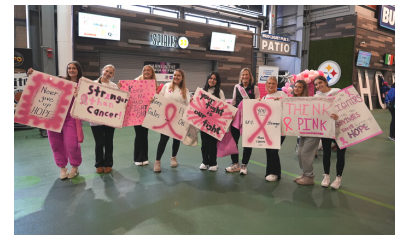
MEDIA & PROMOTIONAL

- Inclusion in pre & post event news releases
- Logo on print collateral materials including posters or post cards
- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo on all local post-event thank you emails
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Logo on "I walk for" stickers for distribution to participants
- Co-branded banner provided by the American Cancer Society
- Opportunity to display two company banners
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route



Commitment Value **\$15,000**

Mission Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo recognition on event flyers and post cards
- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo on post-event thank you emails
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- Opportunity to lead an activity related to our mission (cards to patients, Hope Lodge collection, screening awareness, etc.)
- Co-branded banner provided by the American Cancer Society
- Opportunity to display a company banner
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$10,000**

Pink Partner Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo recognition on event flyers and post cards
- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo on local post-event thank you emails
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- Co-branded banner provided by the American Cancer Society
- Opportunity to display a company banner
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$7,500**

Survivor Sponsor



1 Available

Proudly feature your company as the exclusive 2024 Survivor Sponsor. Our Survivor VIP area is a welcoming spot where our survivors can relax and meet other survivors at the event. This is an exclusive engagement opportunity for your company to engage with the group that inspires us the most, our survivors.



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo recognition on event flyers and post cards
- Logo displayed on event homepage & sponsor page with company link
- Logo on Survivor Invitations
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Ability to provide an ACS activity within the Survivor Tent to engage with Survivors
- Provide promotional items to be included in Survivor gift bags
- Opportunity to display a company banner at Survivor area
- Co-branded banner provided by the American Cancer Society
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$7,500**

MakingStridesWalk.org | 1.800.227.2345

Pink Chair Sponsor



1 Available



RIGHTS & BENEFITS

- Be a part of the most sought after photo opportunity at the event!
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Our most popular photo spot!
- Co-branded banner on the Pink Chair
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Standard track sign with custom #hashtag at the Big Pink Chair
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$6,000**

Caregiver Sponsor

Proudly feature your company as the 2024 Caregiver Sponsor. We want our Caregivers to feel appreciated and celebrated! Caregivers will have a special station at the walk to receive a unique thank you from our community. This is an engagement opportunity for your company to engage with the group that takes extra strides in the fight against cancer by caring for their loved ones.



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo recognition on event flyers and post cards
- Logo displayed on event homepage & sponsor page with company link
- Logo on Caregiver thank you cards to be handed out at the event
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Ability to provide an ACS approved activity at the Caregiver station to engage with Caregivers
- Co-branded banner provided by the American Cancer Society
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$5,000**

HOPE Wall Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Very popular spot as a backdrop for photos!
- Co-branded banner provided by the American Cancer Society
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$5,000**

Start & Finish Line Sponsor



1 Available

RIGHTS & BENEFITS

- Align your organization's brand with the fight to save lives from breast cancer as our exclusive Start/Finish Line sponsor
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Area is a very popular spot as a backdrop for photos
- Co-branded banner at the Start/Finish Line
- Promotional space at event with opportunity to distribute ACS approved company products or materials. (ACS to provide a table and 2 chairs)
- Verbal recognition throughout the event
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$5,000**

Tribute Garden Sponsor



RIGHTS & BENEFITS

- Put your brand in front of Strides participants as the sponsor of our Tribute Garden where we celebrate & remember loved ones!
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Employee volunteer opportunity to run the tribute garden the day of the event
- Verbal recognition throughout the event
- Logo displayed at the tribute garden
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$3,000**

Check-In/Registration Sponsor

RIGHTS & BENEFITS

- Be a part of our interactive photo opportunity as participants engage & photograph with our HOPE Wall!
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- The first stop for almost all participants!
- Verbal recognition throughout the event
- Logo displayed at check-in
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route



Commitment Value **\$3,000**

Route Sponsor



RIGHTS & BENEFITS

- Help align your brand as our participants complete the route!
- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- Verbal recognition throughout the event
- Logo on walk route direction signage
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route



Commitment Value **\$2,500**

Survivor Meal Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels

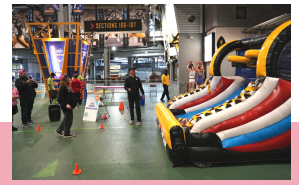


EVENT DAY RECOGNITION & EXPERIENCE

- Help direct more funds to our mission by sponsoring our survivor meal! (Food contracted with Aramark.)
- Verbal recognition throughout the event
- Logo displayed at the Survivor meal table
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$2,500**

Fun Zone Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Logo recognition on post-event thank you email
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- Employee volunteer opportunity to lead our exciting Fun Zone area!
- Logo displayed at the Fun Zone
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route



Commitment Value **\$1,500**

Warm Up Sponsor



RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Team Toolkit to provide guidance on successful organization & fundraising for your team
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Recognition on event Social Media Channels



EVENT DAY RECOGNITION & EXPERIENCE

- Help get the party started by providing a fun & energetic warm-up as part of the opening ceremony!
- Opportunity to help lead event warm-up
- Logo displayed at warm up location
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$1,500**

Coffee Truck Sponsor

RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership
- Annual mission impact report

MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link
- Logo recognition in pre-event Know Before You Go email
- Recognition on event Social Media Channels

EVENT DAY RECOGNITION & EXPERIENCE

- Help direct more funds to our mission by sponsoring the coffee provided to our event attendees
- Logo on stage banner
- 5' Pink Ribbon sign displayed along the walk route

Commitment Value **\$1,000**

5ft Pink Ribbon Sponsor

RIGHTS & BENEFITS

- Opportunity to engage in co-branding partnership with America's highly trusted source of cancer information
- Right to promote sponsorship in company materials (ACS can provide images)
- Right to use ACS event logo on your website & social platforms with messaging relating to your partnership



MEDIA & PROMOTIONAL

- Logo displayed on event homepage & sponsor page with company link



EVENT DAY RECOGNITION & EXPERIENCE

- 5' Pink Ribbon sign displayed along the walk route



Commitment Value **\$500**



MAKING STRIDES AGAINST BREAST CANCER OF GREATER PITTSBURGH



2024 Sponsorship Commitment Form

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 6th, 2024**

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

I will make my sponsorship donation by credit, and will scan this QR code to pay it through a secure donation site. (Please still mail in form so we can track benefits).



Please send invoice to: _____

Pay by electronic funds transfer. (Reach out to doni.matrone@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 sign and retain a copy for your records.)

Please email an **EPS logo and JPG logo** to doni.matrone@cancer.org & alyson.weifenbaugh@cancer.org by **September 6th 2024** 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 note: The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Making Strides Against Breast Cancer and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits due to alterations for public safety, comparable benefit substitutions will be provided.

Please return form to the address below:

American Cancer Society

PO Box 862 Carnegie, PA 15106

Attention: Making Strides of Greater Pittsburgh SK: ZJ8WM3

MakingStridesWalk.org/GreaterPittsburgh | 1.800.227.2345

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

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