

# RELAY FOR LIFE OF THURSTON COUNTY *Presented by TwinStar Credit Union* June 21st, 2025

## 2025 Sponsorship Opportunities

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# Relay For Life of Thurston County



## EVENT DETAILS & LOCATION

**June 21, 2025**

**North Thurston High School**

600 Sleater Kinney Rd

Olympia, WA

## EVENT WEBSITE

[www.RelayForLifeofThurston.org](http://www.RelayForLifeofThurston.org)

## SOCIAL MEDIA

 [facebook.com/thurstonrelay](https://facebook.com/thurstonrelay)

 [@ThurstonRelay](https://@ThurstonRelay)



## TEAMS & SOCIAL MEDIA TOOLKIT

[www.acsresources.org/relayforlife/socialassets/](http://www.acsresources.org/relayforlife/socialassets/)

## PARTNER TOOLKIT

[www.cancer.org/partner](http://www.cancer.org/partner)

## DOCUMENTS AND GRAPHICS

[www.acsresources.org](http://www.acsresources.org)



## Sr. Development Manager

Nichole Woolsey

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# Relay For Life of Thurston County

Thank You

for your amazing support of our Relay on June 22, 2024!

Together, we raised over **\$478,792** for American Cancer Society®



300+ Survivors and Caregivers were honored



18 Sponsors partnered with American Cancer Society in support of Relay For Life

50 + Relayers rang the bell at our first Bell Ringing Ceremony



Our community CELEBRATED, REMEMBERED and committed to FIGHTING BACK

ACS funded researcher Dr. Sharma shared about her work during our Opening Ceremony



85 Teams registered to fundraise for cancer research, patient services & advocacy



# American Cancer Society Impact

## Our Vision

End cancer as we know it, for everyone.

## Our Mission

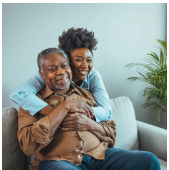
Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

## Who We Are

The American Cancer Society is a 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 and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



**55 million total lives impacted each year. And counting.**



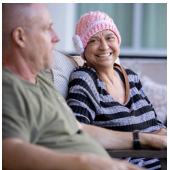
### 3.5 million fewer cancer deaths

Invested \$3.1 billion in cancer research since 1991, contributing to 3.5 million fewer cancer deaths.



### Direct patient support

Providing multiple support programs for people with cancer and their caregivers, including a home away from home at our Hope Lodge® communities when they need to travel for treatment and free access to cancer information via our 24/7 helpline.



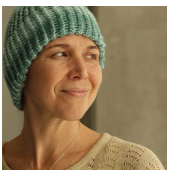
### Access to care for all

Advocating for high-quality, affordable health care for everyone, including closing the Medicaid coverage gap, through our American Cancer Society Cancer Action Networks.



### Every cancer

Only nonprofit supporting people with all types of cancer through advocacy, research, and patient support.



### Prevention and screening

Educating and advocating for healthy lifestyles and environments, including promotion of regular screening, and trusted source of screening recommendations for health care professionals.



### Every life

Ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer.



More than 80% of our revenue is invested in delivering our mission.

**1M+**

The only nonprofit with over one million volunteers working in local communities across the US and Puerto Rico.

# Sponsorship Amenities Overview



| BENEFIT   | PRESENTING<br>\$15,000 | PLATINUM<br>\$7,500 | GOLD<br>\$5,000 | SILVER<br>\$3,000 | BRONZE<br>\$1,500 | Custom<br>Level<br>\$vary |
|---|------------------------|---------------------|-----------------|-------------------|-------------------|---------------------------|
| Exclusive Naming Rights   | ✓                      |                     |                 |                   |                   |                           |
| Video with mission connection                                       | ✓                      | ✓                   | ✓               |                   |                   |                           |
| Recognition on state/major market social media pages                | ✓                      | ✓                   |                 |                   |                   |                           |
| Employee invitation to exclusive VIP ACS events                     | ✓                      | ✓                   |                 |                   |                   |                           |
| Custom flyers and marketing materials for Company team              | ✓                      | ✓                   | ✓               |                   |                   |                           |
| Select Exclusive Bonus Benefits                                     | 4                      | 3                   | 2               | 1                 |                   |                           |
| Social Media Recognition posts with link to company's Facebook page | 5                      | 4                   | 3               | 2                 | 1                 |                           |
| Option to Display Company Provided Banner                           | 3 Banners              | 2 Banner            | 2 Banner        | 1 Banner          | 1 Banner          |                           |
| Large check presentation and social and thank you tour              | ✓                      | ✓                   | ✓               | ✓                 |                   |                           |

## All Sponsors receive the following benefits:

|  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Sponsor logo featured on post event thank you emails</li> </ul>               | <ul style="list-style-type: none"> <li>• Verbal recognition of company sponsorship throughout event day</li> </ul> |
| <ul style="list-style-type: none"> <li>• Featured on event website. Silver level and higher logo and linked</li> </ul> | <ul style="list-style-type: none"> <li>• Employee engagement and volunteer opportunities</li> </ul>                |
| <ul style="list-style-type: none"> <li>• Promotional space at event</li> </ul>   | <ul style="list-style-type: none"> <li>• Access to ACS workplace wellness offerings</li> </ul>                     |
| <ul style="list-style-type: none"> <li>• ALL are eligible for digital and printed day of program</li> </ul>            | <ul style="list-style-type: none"> <li>• Rights to promote company materials with branded images</li> </ul>        |
| <ul style="list-style-type: none"> <li>• Featured on event marketing collateral</li> </ul>                             | <ul style="list-style-type: none"> <li>• Priority tent site selection for event day</li> </ul>                     |

# Presenting Sponsor

## \$20,000 SOLD



- **Exclusive opportunity to present the 2025 Relay For Life of Thurston County**
- **Naming rights on event website homepage, social media posts, emails and announcements at event : “Relay For Life of Thurston County, presented by (Your Company Name)”**

## DIGITAL

- Sponsor logo featured on all post event thank-you emails
- Video with mission tie in/ #whyirelay/ Take Back Your Day
- Sponsor logo featured on event promotional materials
- Recognition on Relay For Life event social media platforms with **5** in-feed posts
- Sponsor logo featured on the home page of your local Relay For Life website with link to your company website
- Company logo featured on static email banner to be featured on all event emails
- Recognition on a state or major market social media pages – *Must have mission tie-in/relevant story/video/image*
- *Specially made video!*

## DAY-OF EXPERIENCE

- Priority choice of tent space on Event Day
- 2 spaces at event for branded tents
- Opportunity to provide ACS-approved giveaways (or other comparable benefit)
- Opportunity to display **3** banners at the event (*must be provided by the sponsor and approved by the American Cancer Society*)
- Verbal recognition during your Relay For Life local activation
- Logo featured in day of program digitally and print

## BRANDING & PROMOTIONAL

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Access to American Cancer Society workplace wellness offerings
- Company representative invitation to other American Cancer Society VIP functions, local activation or digital local activations in your community
- Rights to promote sponsorship in company materials with branded image
- Custom team flyers and marketing materials provided by American Cancer Society Staff partner

## BONUS BENEFITS

Please choose **four** of following bonus benefits that most interest you and your mission.

- Sponsor logo on 3 co-branded track signs to be displayed for duration of event
- 3 PURPLE RIBBONS WITH LOGO
- SPEAKING ENGAGEMENT AT LOCAL ACTIVATION
- HOST AWARENESS AFTER HOURS EVENT
- Lunch & Learn session for employees presented by ACS Staff and/or Volunteers
- Other: *tell us what's important to you*



# Platinum Sponsor

## \$7,500



## DIGITAL

- Sponsor logo featured on all post event thank-you emails
- Video with mission tie in/#whyrelay/ Take Back Your Day
- Sponsor logo featured on event promotional materials
- Recognition on Relay For Life event social media platforms with **4** in-feed posts
- Sponsor logo featured on the home page of your local Relay For Life website with link to your company website
- Company logo featured on static Facebook banner to be featured on Relay For Life page
- Recognition on state or major market social media pages – *Must have mission tie-in/relevant story/video/image*
- *Logo featured in day of program digitally and print*
- *Specially made video!*

## DAY-OF EXPERIENCE

- Priority choice of tent space on Event Day
- 2 spaces event day for branded tents
- Opportunity to provide ACS-approved giveaways (or other comparable benefit)
- Opportunity to display one banner at the event
- Verbal recognition during your Relay For Life local activation or digital opening ceremony

## BRANDING & PROMOTIONAL

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Access to American Cancer Society workplace wellness offerings
- Company representative invitation to other American Cancer Society VIP functions, local activation or digital local activations in your community
- Rights to promote sponsorship in company materials with branded image
- Custom team flyers and marketing materials provided by American Cancer Society Staff partner

## BONUS BENEFITS

Please choose **three** of following bonus benefits that most interest you and your mission.

- Sponsor logo on 3 co-branded track signs to be displayed for duration of event
- Speaking engagement at local activation
- Lunch & Learn session for employees presented by ACS Staff and/or Volunteers
- 2 PURPLE RIBBONS WITH LOGO
- HOST AWARENESS AFTER HOURS
- Other: *tell us what's important to you*



# Gold Sponsor

## \$5,000



## DIGITAL

- Sponsor logo featured on all post event thank-you emails
- Video with mission tie in/#whyrelay/ Take Back Your Day
- Sponsor logo featured on event promotional materials
- Recognition on Relay For Life event social media platforms with **3** in-feed posts
- Sponsor logo featured on the home page of your local Relay For Life website with link to your company website
- Company logo featured on static Facebook banner to be featured on Relay For Life page
- Recognition on a state or major market social media pages – *Must have mission tie-in/relevant story/video/image*
- *Logo featured in day of program digitally and print*
- *Specially made video!*

## DAY-OF-EVENT EXPERIENCE

- Priority choice of tent space on Event Day
- 2 spaces event day for branded tents
- Opportunity to provide ACS-approved giveaways (or other comparable benefit)
- Opportunity to display **1** vinyl sponsor banner at the event
- Verbal recognition during your Relay For Life local activation or digital opening ceremony

## BRANDING & PROMOTIONAL

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Access to American Cancer Society workplace wellness offerings
- Company representative invitation to other American Cancer Society VIP functions, local activation or digital local activations in your community
- Rights to promote sponsorship in company materials with branded image
- Custom team flyers and marketing materials provided by American Cancer Society Staff partner

## BONUS BENEFITS

Please choose **two** of following bonus benefits that most interest you and your mission.

- Sponsor logo on 3 co-branded track signs to be displayed for duration of event
- Speaking engagement at local activation
- Lunch & Learn session for employees presented by ACS Staff and/or Volunteers
- Other: *tell us what's important to you*





# Silver Sponsor

## \$3,000



### DIGITAL

- Sponsor logo featured on all post event thank-you emails
- Sponsor logo featured on event promotional materials
- Recognition on Relay For Life event social media platforms with **2** in-feed posts
- Sponsor logo featured on the home page of your local Relay For Life website with link to your company website
- Logo featured in day of program digitally and print

### DAY-OF-EVENT EXPERIENCE

- Priority choice of tent space on Event Day
- Opportunity to provide ACS-approved giveaways (or other comparable benefit)
- Opportunity to display **1** vinyl sponsor banner at the event
- Verbal recognition during your Relay For Life local activation

### BRANDING & PROMOTIONAL

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Access to American Cancer Society workplace wellness offerings
- Custom team flyers and marketing materials provided by American Cancer Society Staff partner
- Rights to promote sponsorship in company materials with branded image



### BONUS BENEFITS

Please choose **two** of following bonus benefits that most interest you and your mission.

- Sponsor logo on 2 co-branded track signs to be displayed for duration of event
- Speaking engagement at local activation
- Lunch & Learn session for employees presented by ACS Staff and/or Volunteers
- Other: *tell us what's important to you*



# Bronze Sponsor

## \$1,500



### DIGITAL

- Sponsor logo featured on all post event thank-you emails
- Sponsor logo featured on event promotional materials
- Recognition on Relay For Life event social media platforms with in-feed post
- Sponsor logo featured on the home page of your local Relay For Life website with link to your company website
- Logo featured in day of program digitally and print

### DAY-OF-EVENT EXPERIENCE

- Reserved space on event day for Company representation
- Opportunity to provide ACS-approved giveaways (*or other comparable benefit*)
- Opportunity to display 1 vinyl sponsor banner at the event
- Verbal recognition during your Relay For Life local activation

### BRANDING & PROMOTIONAL

- Access to American Cancer Society workplace wellness offerings
- Rights to promote sponsorship in company materials with branded image

# Friend of Relay

## \$500



### DIGITAL

- Recognition on Relay For Life event social media platforms with in-feed post

### DAY-OF-EVENT EXPERIENCE

- Opportunity to provide ACS-approved giveaways for Survivor booth
- Included in the Digital and printed day of program in Friends of Relay announcements

### BRANDING & PROMOTIONAL

- Access to American Cancer Society workplace wellness offerings
- Rights to promote sponsorship in company materials with branded image



# Business Card Advertisement

**\$250**



- Place a business card advertisement in our Day-of Program
- You get to design the business card
- Advertisement will be viewed by hundreds while at the event

## “DAY OF” Sponsorship Opportunities \$3000 per



- These opportunities include recognition on RELAY Day Summer 2025
- Items sponsored are included in the maps with company name if committed by June 10th
- Will have multiple announcements of company name at the event
- Banner displayed on the tent or item sponsored

### PURPLE CHAIR SPONSOR

### LUMINARIA SPONSOR

### STARTING AND FINISH LINE SPONSOR

### STAGE SPONSOR

