



Relay For Life of Quaboag Valley

2025 Sponsorship Opportunities

Event date: Saturday, May 31, 2025
Belchertown Town Common



RelayForLife.org | 1.800.227.2345

Proudly Sponsored by:



Ending cancer takes a team.

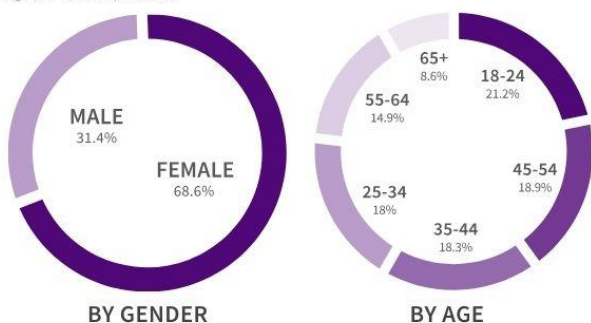


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



Relay For Life participants across the US*

*percentage per total respondents



3.5 million lives saved since 1991.



One in Three

say they are more likely to purchase a product if it's partnered with the ACS brand.*



The American Cancer Society continues to be a **highly trusted** source for cancer information, with **88% aided brand awareness** among consumers.*

*American Cancer Society Market Research: 2019 Brand Tracker

Help save lives, and show your community how you provide employees and customers:

- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

Benefits can include:

- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer. Join us today!



2025 Sponsorship Amenities

Presenting Sponsor



Digital

- Sponsor logo included on standard event communication to all participants.
- Naming rights on event website homepage: “Relay For Life Quaboag Valley, Presented by (Your Company)”
- Co-branded social media frames and cover photos made available to all event participants



Media/Promotional

- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)



Day-of Experience

- Speaking opportunity during Relay For Life Event
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Display two (2) banners or signs at your Relay For Life event (must be approved by ACS)

Commitment Value \$5,000

2025 Sponsorship Amenities



Platinum Sponsor

Commitment Value: \$2500

- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with opportunity to provide ACS-approved giveaways
- Premier Recognition on your local Relay For Life event Facebook timeline.
- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS).
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website.
- Display two (2) banners or signs at your Relay For Life event (must be approved by ACS)

Gold Sponsor

Commitment Value: \$1500

- Premier Recognition on your local Relay For Life event Facebook timeline
- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS).
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website.
- Display one (1) banner or sign at your Relay For Life event (must be approved by ACS)

2025 Sponsorship Amenities



Silver Sponsor

Commitment Value: \$1000

- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS).
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website.
- Display two (1) banner or sign at your Relay For Life event (must be approved by ACS)

Bronze Sponsor

Commitment Value: \$500

- Display one (1) banner or sign at your Relay For Life event (must be approved by ACS)
- Sponsor name featured on the sponsor page of the local event website

Signature Sponsor

Commitment Value: \$250

- Sponsor logo on two (2) co-branded track signs to be displayed for duration of the event
- Sponsor name featured on the sponsor page of the local event website



RELAY FOR LIFE OF QUABOAG VALLEY

2025 Sponsorship Commitment Form



Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____ Email: _____

Web address: _____ Social Media Handle: _____

Commitment Level

\$5,000 – Presenting

\$1500 – Gold

\$500 – Bronze

\$2,500 – Platinum

\$1000 – Silver

\$250 – Signature

Method of Payment

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

Pay by Credit Card – Please scan the code below to pay for a sponsorship via credit card.



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

Sponsor signature: _____

Date: _____

Please email a **JPG logo** to the Monique.Suarez@cancer.org by May 15th to ensure high-quality file. Note: submitting a low-resolution logo may require signage to be printed in text to maintain quality.

Please return form to the address below:
American Cancer Society
Attention: Relay For Life of Quaboag Valley
SK: 5MJTSJ
PO Box 280285
East Hartford, CT 06128

Name of team or individual to be credited with this Sponsorship:

_____ Not Applicable

RelayForLife.org | 1.800.227.2345

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

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