



Relay For Life of Bakersfield

2025 Sponsorship Opportunities



**Relay For Life of Bakersfield
Celebrating 34 Years
May 3, 2025**



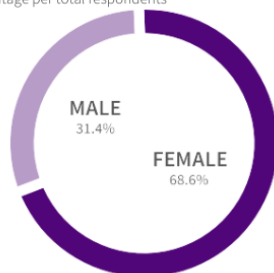
Ending cancer takes a team.

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.

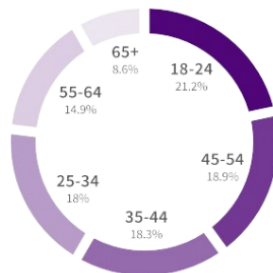


Relay For Life participants across the US*

*percentage per total respondents



BY GENDER



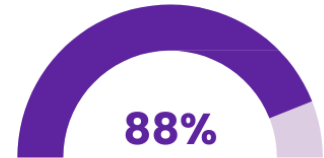
BY AGE

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.*

*American Cancer Society Corporate Partnerships survey: September 2013



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!

RelayForLife.org | 1.800.227.2345



Sponsorship Opportunities at a Glance

Sponsorship Benefit	Presenting \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
Employee engagement opportunity through custom company kickoff for your Relay For Life team	X				
Speaking opportunity at your local Relay For Life event, during your choice of ceremony	X				
Television and radio interview opportunities	X	X	X	X	
Sponsor logo featured on all post-event thank you emails	X	X	X	X	
Access to American Cancer Society workplace wellness programs for your organization	X	X			
Verbal recognition during your Relay For Life event opening ceremony	X	X			
Promotional space at your Relay For Life event with an opportunity to provide ACS-approved giveaways	X				
Company representative invitation to other American Cancer Society VIP functions in your community	X				
Recognition on your local Relay For Life event Facebook and Instagram pages with in-feed sponsor story	X	X			
Sponsor logo featured on all event print and promotional materials	X	X	X		
Recognition in ACS event news releases	X	X	X		
Rights for you to promote a sponsorship in other publication with co-branded ad (ad templates provided by ACS)	X	X	X		
Rights to promote sponsorship in company materials with branded image	X	X	X	X	
Sponsor logo featured on the home page of your local Relay for Life event website with link to your company website	X	X	X	X	
Free ACS Content Subscription Service for timely cancer-related information	X	X	X	X	X
Display your banner(s) or sign(s) at your Relay For Life event (must be ACS approved)	2	2	1	1	1
Sponsor logo on Jumbotron at your Relay For Life event	LOGO	LOGO	LOGO	LOGO	
Sponsor name/logo featured on the sponsor page of your local Relay For Life event website	LOGO	LOGO	LOGO	LOGO	NAME
Relay For Life window cling to help advertise your sponsorship to customers and employees	X	X	X	X	X



Local Sponsor Benefit	Presenting \$35,000	Platinum \$25,000	Gold \$15,000	Silver \$10,00	Bronze \$5,000
Year-round opportunities to engage with participants including representation on the Event Leadership Team	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	X	X
Recognition plaque/certificate awarded post event	PLAQUE	PLAQUE	PLAQUE	PLAQUE	CERTIFICATE
Choice of HOPE stand or purple chair at campsite			X		
Presented by Instagram filter at your Relay For Life event	X				
Sponsor Survivor tent or kids camp at Relay For Life event				X	
Business name in text in program	X	X	X	X	X



Sponsorship Opportunities

Presenting Sponsor

\$35,000

Access to American Cancer Society workplace wellness programs for your organization

Speaking opportunity at your local Relay For Life, during your choice of ceremony

Television and radio interview opportunities

Sponsor logo featured on all post event thank you emails

Access to American Cancer Society workplace wellness programs for your organization

Verbal recognition during your Relay For Life event opening ceremony

Promotional space at your Relay For Life event with an opportunity to provide ACS approved giveaways

Company representative invitation to other American Cancer Society VIP functions in your community

Recognition on your local Relay For Life Event Facebook, Twitter, Instagram timeline with in-feed post and story

Sponsor logo featured on all event print promotional materials, indicating "presenting sponsor"

Recognition in ACS event news releases

Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)

Rights to promote sponsorship in company materials with branded image

Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website

Free ACS Content Subscription Service for timely cancer related information

Display one banner or sign on main stage at your Relay For Life event (must be ACS approved)

Sponsor logo featured on the sponsor page of your local Relay For Life event website

Year-round speaking opportunities to engage with participants including representation on the Event Leadership Team

Logo on Jumbotron scrolling video screen

Logo in event program

A recognition gift awarded post event



Sponsorship Opportunities

Platinum Sponsor

\$25,000

Access to American Cancer Society workplace wellness programs for your organization

Verbal recognition during your Relay For Life event opening ceremony

Promotional space at your Relay For Life event with an opportunity to provide ACS approved giveaways

Company representative invitation to other American Cancer Society VIP functions in your community

Recognition on your local Relay For Life Event Facebook, Twitter, Instagram timeline with in-feed post and story

Sponsor logo featured on all event print promotional materials, indicating "presenting sponsor"

Recognition in ACS event news releases
Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)

Rights to promote sponsorship in company materials with branded image

Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website

Free ACS Content Subscription Service for timely cancer related information

Display one banner or sign on main stage at your Relay For Life event (must be ACS approved)

Sponsor logo featured on the sponsor page of your local Relay For Life event website

Year-round speaking opportunities to engage with participants including representation on the Event Leadership Team

Logo on Jumbotron scrolling video screen

Logo in event program

A recognition gift awarded post event

Gold Sponsor

\$15,000

Recognition on your local Relay For Life Event Facebook, Twitter, Instagram timeline with in-feed post and story

Sponsor logo featured on all event print promotional materials

Recognition in ACS event news releases

Rights to promote sponsorship in other publication with co-branded ad (templates provided by ACS)

Rights to promote sponsorship in company materials with branded image

Sponsor logo featured on the homepage of your local Relay For Life event website with link to your company website

Free ACS content subscription Service for timely cancer-related information

Display banner in the HOPE stands at your Relay For Life event (must be ACS approved) or giant purple chair with approved banner

Sponsor logo featured on the sponsor page of your local Relay For Life event website

Year-round speaking opportunities to engage with participants including representation on the Event Leadership Team

Logo on jumbotron scrolling video screen

Logo in event program

A recognition gift awarded post event



Sponsorship Opportunities

Silver Sponsor

\$10,000

Rights to promote sponsorship in company materials with branded image

Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website

Free ACS Content Subscription Service for timely cancer-related information

Sponsor survivor tent or Kids

Camp at your Relay For Life event with company banner (must be ACS approved)

Sponsor logo featured on sponsor page of your local Relay For Life event website

Year-round speaking opportunities to engage participants including representation on the Event Leadership Team

Logo on jumbotron scrolling video screen

A recognition gift awarded post event

Logo in event program

Bronze Sponsor

\$5,000

Free ACS Content Subscription Service for timely cancer-related information

Display one (1) 4x6 banner for sign on the mission or registration tent at your Relay For Life event (must be ACS approved)

Sponsor name featured on the sponsor page of your Local Relay for Life Event website

Year-round opportunities to engage with participants including representation on the Event Leadership Team

Sponsor name in large text in event program

Certificate of appreciation awarded post event



Sponsorship Opportunities

Signature Sponsor

\$2,500

Sponsor name featured on the sponsor page event website
Sponsor name in event program
Sponsor name on track sign

Year-round opportunities to engage with participants including representation on the Event Leadership Team

Certificate of appreciation awarded post event

Hope Sponsor

\$1,000

Sponsor name featured on the sponsor page event website
Sponsor name in event program
Sponsor name on track sign

Spirit Sponsor

\$500

Sponsor name in event program

Relay For Life of Bakersfield Points of Pride:

Grants provided to local cancer patient facilities since 2022

Transportation Grants \$188,000

Lodging Grants \$50,000

Health Equity Grants \$50,000



It takes teamwork.

JOIN US! TOGETHER, WE'LL LEAD THE FIGHT
IN OUR COMMUNITY AGAINST CANCER.

END CANCER AS WE KNOW IT.
EVERY CANCER. EVERY LIFE.

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Every cancer. Every life.

Cancer.org | 1.800.227.2345

