



Relay For Life of Greater Lansing

2025 Sponsorship Opportunities



RelayForLife.org | 517.325.2272

Ending cancer takes a team.

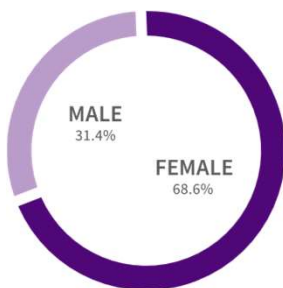


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



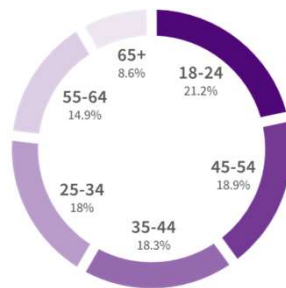
Relay For Life participants across the US*

*percentage per total respondents



BY GENDER

3.5 million lives saved since 1991.



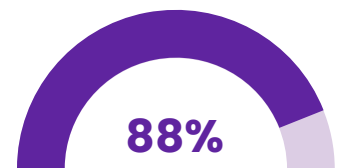
BY AGE



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!

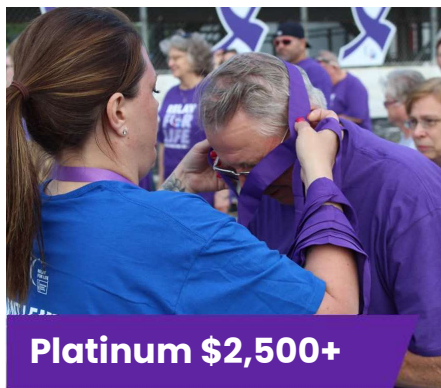
2025 Sponsorship Amenities

*Amenities are subject to change if the event experience needs to change due to circumstances beyond our control



Presenting \$5,000+

- Naming rights on event website homepage “Relay For Life of Greater Lansing MI, Presented by (Your Company)”
- Sponsor logo included on standard event communication to all participants.
- Employee engagement opportunity through custom company kickoff for your team.
- Speaking opportunities at our event and kickoff.
- 5 Mission Monday co-sponsored posts
- Complimentary luminaria bags to be dedicated by your employees and then displayed at the event (max 20 bags)
- Cobranded social media frames and cover photos made available to all event participants
- ***Also receive amenities listed for Platinum, Gold, Silver, Bronze, Signature, and Hope***



Platinum \$2,500+

- Sponsor logo featured on event poster (if committed by July 1)
- Sponsor logo placement on co-branded event banner
- Promotional space during the event with an opportunity to provide approved giveaways.
- 3 Mission Monday co-sponsored posts
- Logo featured on post-event “thank you” email
- Speaking opportunity at Relay event
- Complimentary luminaria bags to be dedicated by your employees and then displayed at the event (max 15 bags)
- ***Also receive amenities listed for Gold, Silver, Bronze, Signature, and Hope***



Gold \$1,500+

- Company logo featured on static Facebook banner to be featured on Relay For Life page during the month of the event.
- Logo displayed on 5’ Relay For Life Ribbon sign.
- Sponsor logo featured on digital purple ribbon sign; electronic version to be provided to company for distribution on social channels.
- Opportunity to display company provided banner on site.
- Complimentary luminaria bags to be dedicated by your employees and then displayed at the event (max 10 bags)
- Sponsor logo on multi-sponsor banner displayed at event
- ***Also receive amenities listed for Silver, Bronze, Signature, and Hope ***

2025 Sponsorship Amenities

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- Opportunity to display a company-provided sign on site.
- 2 Mission Monday co-sponsored posts
- Sponsor Logo featured on the home & sponsor pages of Relay For Life event website with link to your company website
- Rights to promote sponsorship on company materials with ACS branded logos.
- Sponsor logo on Sponsor Thank You post –event post in Greater Lansing Relay Facebook Group
- Complimentary luminaria bags to be dedicated by your employees and then displayed at the event (max 5 bags)
- ***Also receive amenities listed for Bronze, Signature, and Hope***



- Opportunity to provide a graphic for our Facebook feed
- 1 Mission Monday co-sponsored post
- Sponsor name on Sponsor Thank You post –event post in Greater Lansing Relay Facebook Group
- ***Also receive amenities listed for Signature and Hope***



- Sign placed on top of event mission sign dedication to a loved one or business at the event.



- Sponsor name on two co-branded track signs
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to the company to use on their social channels.
- Sponsor recognition item(s) to display in your business (please choose from options listed on the commitment form)
- Recognition on local social media platforms.
- Verbal recognition at Relay
- Complimentary luminaria bags to be dedicated by your employees and then displayed at the event (max 2 bags)

Receive a \$1,000 in-kind credit if your company has a representative serving on the RFL of Greater Lansing Event Leadership Team

2025 Sponsorship Amenities

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Purple Chair \$1,500

- Company logo **EXCLUSIVELY** featured on the purple chair at events for participants to take photos at including Kickoff and Relay Weekend.
- Company name on two co-branded track signs
- Verbal recognition at Relay Event
- Sponsor Logo featured on the home & sponsor pages of your local Relay For Life event website with link to your company website
- Rights to promote sponsorship on company materials with ACS branded logos.
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to company to use on their social channels.
- Opportunity to display a company-provided sign on site.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event



Smile Sponsor \$1,500

- Company logo **EXCLUSIVELY** featured on photos taken through the on-site mobile photo booth.
- Sponsor can select when the photo booth will be open during Relay Weekend (2-hour block)
- Company name on two co-branded track signs
- Sponsor Logo featured on the home & sponsor pages of your local Relay For Life event website with link to your company website
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to company to use on their social channels.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event
- Verbal recognition at Relay Event
- Opportunity to display a company-provided sign on site.



Survivor & Caregiver \$1,500

- Company logo **EXCLUSIVELY** featured on the Survivor and Caregiver tent during Relay
- Opportunity to have a space under the Survivor & Caregiver tent and provide Society-approved gifts
- Company name on two co-branded track signs
- Sponsor Logo featured on the home & sponsor pages of your local Relay For Life event website with link to your company website
- Rights to promote sponsorship on company materials with ACS branded logos.
- Company logo featured on digital “Proud Sponsor” sign; provided to company to use on their social channels.
- Opportunity to display a company-provided sign on site.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event
- Verbal recognition at Relay Event

2025 Sponsorship Amenities

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- Company logo **EXCLUSIVELY** featured at the Purple Out Station during Relay Weekend
- Opportunity to distribute Society-approved company branded “purple out” materials to all Relay participants
- Company name on two co-branded track signs
- Verbal recognition at Relay Event
- Opportunity to display a company-provided sign on site.
- Sponsor Logo featured on the Sponsor page of the local Relay For Life event website with link to your company website
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to the company to use on their social channels.
- Opportunity to display a company-provided sign on site.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event



- Company logo featured on #WhyRelay Walk bibs provided to all participants
- Company name on two co-branded track signs
- Verbal recognition at Relay Event
- Sponsor name featured on the Sponsor page of the local Relay For Life event website with link to your company website
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to the company to use on their social channels.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event

***Limited to two sponsors**



- Company logo **EXCLUSIVELY** featured at the Kid Zone on Relay Weekend
- Opportunity to distribute Society-approved company branded youth appropriate materials during Kid’s Activities
- Company name on two co-branded track signs
- Opportunity to display a company-provided sign on site.
- Sponsor Logo featured on the Sponsor page of the local Relay For Life event website with link to your company website
- Company logo featured on digital “Proud Sponsor” sign; electronic version will be provided to the company to use on their social channels.
- Opportunity to display a company-provided sign on site.
- Recognition on local social media platforms.
- Relay For Life window cling
- Sponsor name on multi-sponsor banner displayed at event
- Verbal recognition at Relay Event



RELAY FOR LIFE OF Greater Lansing, MI

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
- \$2,500 – Platinum
- Other _____
- \$1,500 – Gold
- \$1,000 – Silver
- \$500 – Bronze
- \$250 – Signature
- \$100 – Tribute Topper

ADDITIONAL RECOGNITION ITEMS:

 Please choose which of the following items you'd like to receive:

- CHOOSE ONE: Flyer (8.5x11) Poster (11x17) Yard Sign (18x24) (\$1,000 and above)
- CHOOSE ONE: Wall Plaque (\$1000 and above) Crystal Award (\$2500 and above)

Method of Payment

 To receive all benefits, payment is due by **August 15, 2025**

- Enclosed is my sponsorship check in the amount of \$ _____
- Pay by electronic funds transfer. (Reach out to katie.jones@cancer.org) to set up payment.
- Pay by Credit Card – Scan the QR code below or visit <https://bit.ly/3UDEVgR> to pay your sponsorship by credit card using our Event Website. (Please email this form to katie.jones@cancer.org so we know to be on the lookout for this payment)



Please send invoice to: _____

We are unable to be a designated Relay For Life 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 or PNG logo** to katie.jones@cancer.org by **August 15, 2025**, to ensure high-quality printing. If an .eps file is not available, send highest quality available.

If you need to mail a check directly, please send with form to:
American Cancer Society
Attention: Relay For Life of Greater Lansing MI
PO Box 10069 Detroit, MI 48210

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

_____ Not Applicable