

CORPORATE / COMMUNITY SPONSORSHIP

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AMERICAN CANCER SOCIETY  
SIGNATURE EVENT

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**RELAY FOR LIFE**  
**MURRYSVILLE**  
**2013**

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HISTORY OF RELAY FOR LIFE



This exciting event began in Tacoma, Washington in 1985. Dr. Gordon Klatt, a surgeon and American Cancer Society volunteer, ran and walked on a track for 24 straight hours as a tribute to a friend who died of cancer at a very early age. Dr. Klatt traveled a total of 81 miles and raised more than \$27,000 for the American Cancer Society. Dr. Klatt's vision blossomed nationally into a successful fundraiser as well as a celebration of life and triumph over cancer.

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FRANKLIN REGIONAL HIGH SCHOOL STADIUM  
MAY 18- MAY 19, 2013; 9:00AM-9:00AM

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WESTMORELAND UNIT  
510 PELLIS ROAD SUITE 203  
GREENSBURG, PA 15601  
PHONE: 724-834-9081  
FAX: 724-834-6870

*Relay For Life in Murrysville*

*Nationwide Top Ten Per Capita Award Winner 2010*

**Celebrate, Remember, Fight Back**



# AMERICAN CANCER SOCIETY

RELAY FOR LIFE

Franklin Regional High School Stadium

May 18-19, 2013

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## *WHAT IS RELAY FOR LIFE*

- ❖ Relay For Life is more than just fundraising. Relay For Life gives the American Cancer Society an opportunity to share with the community its programs and services and highlights the impact the organization and its Relay For Life events are making in the fight against cancer.
- ❖ During Relay, we seek to CELEBRATE our cancer survivors. We have seen the physical battles that our loved ones have tenaciously waged. At Relay, we take the time to honor these individuals with an Honorary Walk of Hope and offer a social gathering of comfort where prayers, good food, and gifts are extended to these special guests.
- ❖ At Relay we REMEMBER our lost loved ones and those touched by cancer with a Luminaria Ceremony. This special program reflects the spiritual and emotional battles placed on our survivors and those loved ones lost to this disease. It is a powerful component of the Relay event that ties participants personally to the cause.
- ❖ An important part of Relay is team participation. By forming a team, Relay For Life will provide an arena for your employees or members to build relationships through a common interest. It offers an afternoon and evening filled with team building and relationship bonding; an important human resource initiative in developing a healthy business environment.
- ❖ Relay For Life gives us an opportunity to FIGHT BACK against a disease that has taken so much from us. As a community we come together to find a cure for cancer, to comfort and support our friends and neighbors. As a community we stand together, side by side in the fight against cancer.

**Celebrate, Remember, Fight Back**

**1.800.ACS.2345**



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**YOUR SPONSORSHIP DOLLARS AT WORK**

**THE AMERICAN CANCER SOCIETY IS FIGHTING**

**CANCER ON EVERY FRONT.**

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**Mission Statement:** The American Cancer Society is a nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy and service.

**Research:** The American Cancer Society is the largest source of cancer research grants in the United States, with the exception of the federal government. Since 1946, it has invested more than \$3.6 billion in cancer research, which is evident in the fact that 46 Nobel Prize winners have received grants from the ACS. In 2010- 2011 the American Cancer Society funded 86 grants, with a monetary value of over \$51.8 million dollars in Ohio and Pennsylvania alone.

**Education:** Two-thirds of cancer deaths could be prevented through healthy living. Local programs include various awareness campaigns, youth education programs, and material distribution.

**Advocacy:** Every day legislators make decisions that impact the lives of millions of Americans touched by cancer. Congress plays a critical role in the battle against cancer, as do key government agencies. To improve the prevention, detection and treatment of cancer, ACS volunteers and staff are continuing to advocate for increased federal funding for cancer research, programs, and quality healthcare.

**Service:** The American Cancer Society continues to offer cancer patients, survivors and their families a place to turn 24 hours a day, 7 days a week, for understanding, guidance, and support through a toll free number and website.

Financial support from the community is a crucial entity of the RELAY FOR LIFE.

Sponsorship from local organizations is your commitment in joining the fight against cancer. It shows that you too want to take an active role in improving the quality of life in our local communities.

*1.800.ACS.2345*

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

*Celebrate, **Remember**, Fight Back*

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**AMERICAN CANCER SOCIETY**  
**RELAY FOR LIFE IN MURRYSVILLE**  
**MAY 18, 9:00AM – MAY 19, 9:00AM**

**CORPORATE/COMMUNITY SPONSORSHIP LEVELS OF GIVING**

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*As a partner with the American Cancer Society Relay For Life in Murrysville, your organization will benefit from visible recognition with the world's largest voluntary health organization*



**PLATINUM**

**Platinum Level \$2500**

- Large logo on all participants' T-shirts providing long term advertising and visibility
- Banner displayed at Relay (banner provided by donor)
- Website recognition- name, logo, scroll
- Certificate of appreciation
- Corporate/organization recognition at the event
- Tribute in event program book
- Registration fee waived for one team
- Opportunity for a company representative to distribute complimentary company products at the event
- Name listed in American Cancer Society's Pennsylvania Division newsletter



**GOLD**

**Gold Level - \$1,000**

- Medium logo on all participants' t-shirts providing long term advertising and visibility
- Banner displayed at Relay (banner provided by donor)
- Website recognition- name, logo
- Certificate of appreciation
- Corporate/organization recognition at the event
- Full page ad in event program book
- Registration fee waived for one team
- Opportunity for a company representative to distribute complimentary company



**SILVER**

**Silver Level - \$500**

- Small logo on all participants' t-shirts providing long term advertising and visibility
- Banner displayed at Relay (banner provided by donor)
- Certificate of appreciation
- Corporate/organization recognition at the event
- Small logo in event program book



**BRONZE**

**Bronze Level - \$300**

- 18" x 24" Track sign for your organization/business displayed at the event
- Certificate of appreciation
- Acknowledgement in program book



**PURPLE**

**Purple Level – \$100**

- 18" x 24" Track Sign displayed at event
- Acknowledgement in program book

