

# CORPORATE SPONSORSHIP PROPOSAL

American Cancer Society  
Relay For Life of the South Hills  
Saturday, June 9- Sunday, June 10, 2012  
Bethel Park Community Center



"I found the Relay to be a deeply moving and enjoyable experience."

"One of the most emotional experiences I ever had."

"A great event that hits the heart and soul."

"Thank you for allowing us to participate in this event. Everyone in the county should be involved in the Relay."

"What a wonderful celebration of life!"

"Very touching. It really meant a lot to me and my family."

Angela Giacchino, ACS Staff  
American Cancer Society  
320 Bilmar Drive  
Pittsburgh, PA 15205  
412-919-1072  
Angela.Giacchino@cancer.org

## It's about a community taking up the fight . . .

The **Relay For Life** is more than just a fundraiser for the American Cancer Society...it is an opportunity to join together as a community and show support for those who are currently battling cancer, as well as honor those lost to the disease. It is a time to heal, and a time to celebrate. It is a statement that we cannot continue to allow cancer to take the lives of our loved ones... we must fight for a cure.

## **SPONSORSHIP OPPORTUNITIES TO FIGHT CANCER**

<p><b>LEGACY SPONSOR</b> BENEFITS AT THE \$5,000 LEVEL</p>	<ul style="list-style-type: none"> <li>❖ Your name will be listed with the American Cancer Society when printing the name "RELAY FOR LIFE" in all press releases and publications</li> <li>❖ Team registration fees waived for 3 teams of 15 members</li> <li>❖ Logo on the Relay For Life T-Shirts – displayed as Legacy Sponsor</li> <li>❖ Sponsor board displayed around the track during the entire event</li> <li>❖ Opportunity to address the participants during Opening Ceremonies</li> <li>❖ Opportunity to host and announce the "First Lap" of the event</li> <li>❖ Prominent space to hang your company provided banner at event site</li> </ul>
<p><b>CURE SPONSOR</b> BENEFITS AT THE \$2,500 LEVEL</p>	<ul style="list-style-type: none"> <li>❖ Logo on the Relay For Life T-Shirts</li> <li>❖ Team Registration fee will be waived for 2 teams of 15 members each</li> <li>❖ Sponsor board displayed around the track during the entire event</li> <li>❖ You may hang your company provided banner at the Relay For Life event site</li> </ul>
<p><b>HOPE SPONSOR</b> BENEFITS AT THE \$1,000 LEVEL</p>	<ul style="list-style-type: none"> <li>❖ Logo on the Relay For Life T-Shirts</li> <li>❖ Logo on Relay For Life of the South Hills Website sponsor page- <a href="http://www.relayforlife.org/pasouthhills">www.relayforlife.org/pasouthhills</a></li> <li>❖ Full page ad in event program booklet</li> <li>❖ Team Registration fee waived for 1 team of 15 members</li> <li>❖ You may hang your company provided banner at the Relay For Life event site</li> </ul>
<p><b>SURVIVOR'S CELEBRATION SPONSOR</b> Exclusive Sponsorship \$750</p>	<ul style="list-style-type: none"> <li>❖ Company name/logo printed on hundreds of invitations sent to local cancer survivors and their families</li> <li>❖ Signage at the Survivor Reception</li> <li>❖ Opportunity to host Survivors and their families during the reception</li> <li>❖ Logo in the program booklet</li> </ul>
<p><b>LUMINARIA SPONSOR</b> Exclusive Sponsorship \$750</p>	<ul style="list-style-type: none"> <li>❖ Opportunity to host the Luminaria Ceremony</li> <li>❖ Company name/logo displayed on hundreds of luminaria forms used to collect the names of loved ones for the luminaria ceremony</li> <li>❖ Logo in the program booklet</li> </ul>
<p><b>CELEBRATE SPONSOR</b> BENEFITS AT THE \$500 LEVEL</p>	<ul style="list-style-type: none"> <li>❖ Company Name listed on Sponsor Page of our Relay For Life of the South Hills Website - <a href="http://www.relayforlife.org/pasouthhills">www.relayforlife.org/pasouthhills</a></li> <li>❖ All-weather sign with the name of your company or family name displayed during the entire event (Political messages, logos, and /or inappropriate messages are prohibited)</li> <li>❖ Full page ad in event program booklet</li> </ul>
<p><b>FIGHT BACK SPONSOR</b> BENEFITS AT THE \$200 LEVEL</p>	<ul style="list-style-type: none"> <li>❖ Half page ad in event program booklet</li> <li>❖ Company Name listed on Sponsor Page of our Relay For Life of the South Hills Website - <a href="http://www.relayforlife.org/pasouthhills">www.relayforlife.org/pasouthhills</a></li> </ul>
<p><b>RECOGNITION BOARD SPONSOR</b> \$100 per sign</p>	<ul style="list-style-type: none"> <li>❖ All-weather sign with the name of your company or family name displayed during the entire event (Political messages, logos, and /or inappropriate messages are prohibited)</li> </ul>
<p><b>FULL PAGE PROGRAM AD</b> \$100</p>	<ul style="list-style-type: none"> <li>❖ Full Page ad in the program booklet that is distributed to relay participants, survivors and other attendees</li> </ul>
<p><b>HALF PAGE PROGRAM AD</b> \$50</p>	<ul style="list-style-type: none"> <li>❖ Half Page ad in the program booklet that is distributed to relay participants, survivors and other attendees</li> </ul>
<p><b>BUSINESS CARD AD</b> \$25</p>	<ul style="list-style-type: none"> <li>❖ Business Card ad in the program booklet that is distributed to relay participants, survivors and other attendees</li> </ul>

## 2012 RELAY FOR LIFE OF THE SOUTH HILLS SPONSORSHIP AGREEMENT

Corporate sponsorship of the Relay For Life of the South Hills presents a unique opportunity to reach a wide cross-section of people who are active in the community while contributing to the fight against cancer. Your sponsorship is supporting our goal of diminishing suffering from cancer and raising awareness of cancer prevention until a cure is found.

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_



### Sponsorship Level (please check one):

- |   |                                       |
|---|---------------------------------------|
| _____ \$5,000 Legacy Sponsor              | _____ \$500 Celebrate Sponsor         |
| _____ \$2,500 Cure Sponsor                | _____ \$200 Fight Back Sponsor        |
| _____ \$1,000 Hope Sponsor                | _____ \$100 Recognition Board Sponsor |
| _____ \$750 Survivors Celebration Sponsor | _____ \$100 Full Page Program Sponsor |
| _____ \$750 Luminaria Ceremony Sponsor    | _____ \$50 Half Page Program Sponsor  |
|   | _____ \$25 Business Card Sponsor      |

\_\_\_\_\_ I would like information on how to form a Relay For Life team.

\_\_\_\_\_ I would like to invite cancer survivors, please send me invitations.

\_\_\_\_\_ I would like to discuss the following in-kind donation: \_\_\_\_\_.

\_\_\_\_\_ I would like to volunteer or know people interested in volunteering.

### Payment Method:

\_\_\_\_\_ Payment enclosed (all checks should be made payable to "American Cancer Society")

\_\_\_\_\_ Payment under separate cover (expected date of arrival: \_\_\_\_\_)

\_\_\_\_\_ Please send an invoice to the address above to the attention of: \_\_\_\_\_

Signature: \_\_\_\_\_ Date Accepted: \_\_\_\_\_

You will be contacted with detailed information on your chosen sponsorship after this form is returned to the ACS.

### **Mail form and check to:**

American Cancer Society  
Attn: RFL-South Hills  
320 Bilmar Drive  
Pittsburgh PA 15205

**Logo must be received  
before April 30, 2012 to  
be included on the  
t-shirts.**

# 2012 RELAY FOR LIFE OF THE SOUTH HILLS TRACK SIGNS / AD SPACE

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Individual or  
Team Requesting Ad/Sign: \_\_\_\_\_

The following reflects rates for track signs and ad space in the Relay For Life Event Program Booklet for 2012. Please check the appropriate block for the sign/ad being purchased.

- ( ) Sign (for display along the track) .....\$100.00  
*Please print message on the 2 lines provided:*

\_\_\_\_\_  
\_\_\_\_\_

- ( ) Full Page Program Booklet Ad (5"x8").....\$100.00  
( ) Half Page Program Booklet Ad (5"x4").....\$50.00  
( ) Business Card Program Booklet Ad.....\$25.00

Please include business cards, layouts, and/or artwork with this application. **DO NOT STAPLE COPY.** Ads will be printed "**as they are**" when turned in, so please be sure the ad appropriately fits the designated area purchased.

**\*\*\* Deadline for Signs & Ads is May 18, 2012 \*\*\***

\*\*\* Please enclose check payable to: American Cancer Society \*\*\*

**Please return this form with payment to:**  
**Angela Giacchino**  
**American Cancer Society – Relay For Life of South Hills**  
**320 Bilmar Dr**  
**Pittsburgh, PA 15205**

**If you have any questions, please call Angela Giacchino  
of the American Cancer Society at 412-919-1072**

Relay Contact: \_\_\_\_\_