



To Whom It May Concern:

We would like to invite you and your company to participate in one of the American Cancer Society's most celebrated and popular events - Relay For Life. Relay For Life is a yearly celebration of life that raises money and public awareness in the fight against cancer. These events are held throughout the New River Valley including events in Montgomery County, Pulaski County, Radford, and Virginia Tech. Each event represents a reflection of everything that makes that community unique including the groups, people, and businesses that participate.

Many corporations describe the team building relationship that occurs during Relay For Life as similar to that of a retreat. The Relay For Life is an ideal opportunity for your business to enhance its image by supporting its employees who are taking up the fight against cancer as well as letting consumers know that you are a socially responsible corporation. Additionally, an investment in our program will ensure that cancer patients throughout Southwest Virginia maintain access to essential cancer programs provided by the American Cancer Society and will continue early detection and prevention educational programming.

We hope that you will take the time to review the information provided and become a sponsor for the one of the New River Valley Relays. There are numerous ways to get involved and we are happy to help you find the best fit for you and your employees.

If you have any questions please feel free to call your local American Cancer Society at 540-774-2716.

Best regards,

Kate LeBoeuf
American Cancer Society
Kate.leboeuf@gmail.com
(540) 774-2716

Erika Tolbert
American Cancer Society
Erika.tolbert@cancer.org
(540) 250-3218



2011 New River Valley Corporate Sponsorship Opportunities

Montgomery

Radford

Pulaski

Corporate Sponsorship Levels	Diamond \$5,000+	Platinum \$3,000	Gold \$1,500	Silver \$500	Bronze \$350	Friends of Relay \$150
Corporate Logo displayed on event T-shirt(s) in selected community event(s)	At all NRV events	At all NRV events	At all NRV events	At selected community event	-	-
Opportunity to provide your employees worksite wellness through the American Cancer Society	Yes	Yes	-	-	-	-
Recognition of Sponsorship on event program	Yes	Yes	Yes	Yes	-	-
Special recognition at the event ceremonies	Yes	Yes	Yes	-	-	-
Opportunity to display corporate banner(s) in selected community event(s) (Sponsor to provide)	Yes	Yes	Yes	Yes	-	-
Initial team registration waived for Relay Team	Yes	Yes	Yes	-	-	-
Relay For Life supporter yard sign for display at business location	Yes	Yes	Yes	Yes	-	-
Recognition with a track sign at your community event that displays company name	Yes	Yes	Yes	Yes	Yes	-
Framed certificate recognizing corporate sponsorship	Yes	Yes	Yes	Yes	Yes	-
Company name displayed on community event website	Yes	Yes	Yes	Yes	Yes	Yes
Relay For Life supporter window cling	Yes	Yes	Yes	Yes	Yes	Yes

For more information, contact Kate LeBoeuf or Erika Tolbert
2840 Electric Rd. Suite 106A Roanoke, VA 24018 – 540-774-2716
Kate.leboeuf@cancer.org / Erika.tolbert@cancer.org



2011 Relay For Life of New River Valley Corporate Sponsorship Form

Please complete and return to:

American Cancer Society
2840 Electric Road Suite 106A
Roanoke, VA 24018

- ☐ Yes, I would like to be a sponsor for the American Cancer Society 2011 Relay For Life of Montgomery County

Please check the level of sponsorship at which you would like to participate:

- | | |
|---|---|
| <input type="checkbox"/> \$5,000 Diamond Sponsor | <input type="checkbox"/> \$500 Silver Sponsor |
| <input type="checkbox"/> \$3,000 Platinum Sponsor | <input type="checkbox"/> \$350 Bronze Sponsor |
| <input type="checkbox"/> \$1,500 Gold Sponsor | <input type="checkbox"/> \$150 Friends of Relay |

Company Information

Company Name: _____
(Exactly as you wish it to appear on all promotional materials)

Address: _____

City: _____ State: _____ Zip: _____

Main Contact/Title: _____

E-mail: _____

Phone: _____ Fax: _____

**Please make checks payable to: American Cancer Society
Attn: Montgomery County RFL**