

# American Cancer Society **Relay For Life®**



## **Relay For Life of Massillon & Western Stark County Sponsorship Opportunities**

June 15-16, 2012

Massillon Washington High School



[RelayForLife.org](http://RelayForLife.org) | 1.800.227.2345

# American Cancer Society Relay For Life®

Relay For Life brings the American Cancer Society's messages and presence to each community it touches.

## Why Relay?

- To celebrate the lives of cancer survivors
- To remember those who have lost their battle
- To be inspired by friends, new and old
- To connect with our communities
- To support those in the midst of their fight
- To do our part in the fight against cancer



## By joining the American Cancer Society Relay For Life,

you'll become a partner with a leader in the fight against cancer. Since 1946, when it began its research program, the American Cancer Society has invested more than \$3.5 billion in cancer research and funded 46 Nobel Prize winners early in their careers. The Society provides up-to-date, comprehensive, and unbiased cancer information to the public 24 hours a day at 1.800.227.2345 and cancer.org. The Society also works locally and nationwide to promote policies, laws, and regulations that benefit people affected by cancer and improve public health.

## Relay For Life: A Unique Community Event

The American Cancer Society Relay For Life, which began in 1985, allows individuals from all walks of life to join in the fight against cancer. This overnight event raises money and awareness while serving as a celebration for cancer survivors, a memorial for loved ones lost, and a rally for the community to take up the fight.

Teams form from businesses, clubs, families, friends, hospitals, schools, faith-based organizations and service organizations. A representative from each team is on the track walking, jogging, or running, while other members camp out along the track and enjoy entertainment, activities, and camaraderie. Relay For Life is the American Cancer Society's signature activity, as it encompasses the wide variety of programs and services that the organization has to offer.

An unstoppable momentum brings Relay For Life to new heights each year. Annually, 250,000 new participants join the millions who are already involved, as Relay events bring them together around one common goal of fighting cancer. Volunteer committees working in their local communities all-year round, lead thousands of events nationwide—each one with its own local flavor.



*"Relay For Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day cancer will be eliminated."*

—Anonymous





# Advantages of Working with the American Cancer Society

Taking powerful action against the nation's leading health concern

According to a 2007 Harris Interactive Study, cancer is the nation's most important health problem, both nationally and personally, and rightfully so. Each year, nearly 1.5 million people in the United States find out that they have cancer, and an estimated 560,000 Americans will lose their battle to this disease. By becoming a sponsor of an American Cancer Society program or event, you are helping to find cures for cancer and to reduce the burden of this disease on our community. People will see and know your company as an organization committed to the well-being of your customers, employees, and community.

## Joining forces with a trusted brand

The American Cancer Society is one of the most recognized names in the country. A recent survey showed that the American Cancer Society had 96 percent name recognition and was widely viewed as a leader in a cancer research and unbiased information. No other health organization, cancer or non-cancer related, is more well known than the American Cancer Society. Association with the American Cancer Society is a competitive advantage for your company, generating a more positive corporate image, improved customer loyalty and increased sales potential.

There is a Relay event for every 62,000 people in the United States, and one in every 100 Americans participates in Relay in some way. Relay's growth continues, especially on college campuses and among youth. Your association with the American Cancer Society is a competitive advantage for your company, generating a more positive corporate image, improved customer loyalty, and increased sales potential.

## Gaining valuable community visibility

By connecting with Relay For Life, you will let the community know that you are associated with the American Cancer Society. Sponsorship provides increased name recognition for your company in the local community and will build your reputation as an organization that cares about fighting cancer. Before and during the event, your organization will be recognized as a sponsor according to the terms of our sponsorship agreement.

You may also choose to bring a team of employees to your local Relay For Life. When employee groups come together to help fight cancer, they build team spirit that lasts well beyond the time spent on the track. Relay can help forge friendships that will lead to mutual understanding and support, and ultimately to an enhanced work environment.

By making a corporate gift to Relay For Life, your company will be associated with the American Cancer Society, a trusted name in the fight against cancer since 1913. The American Cancer Society is known nationwide for our unsurpassed commitment to research, and in the local community for our volunteer-based education and service programs.



## You can also get involved by...

- Forming a team
- Serving on the Relay For Life planning committee
- Volunteering on the day of the event



# How Can We Help You?

The American Cancer Society offers a variety of workplace solutions to businesses to help build a healthy business and improve employee performance.

The American Cancer Society is committed to the health of your employees!

Our Workplace Solutions target the primary areas of chronic disease that will improve the health of your employees and your bottom line.

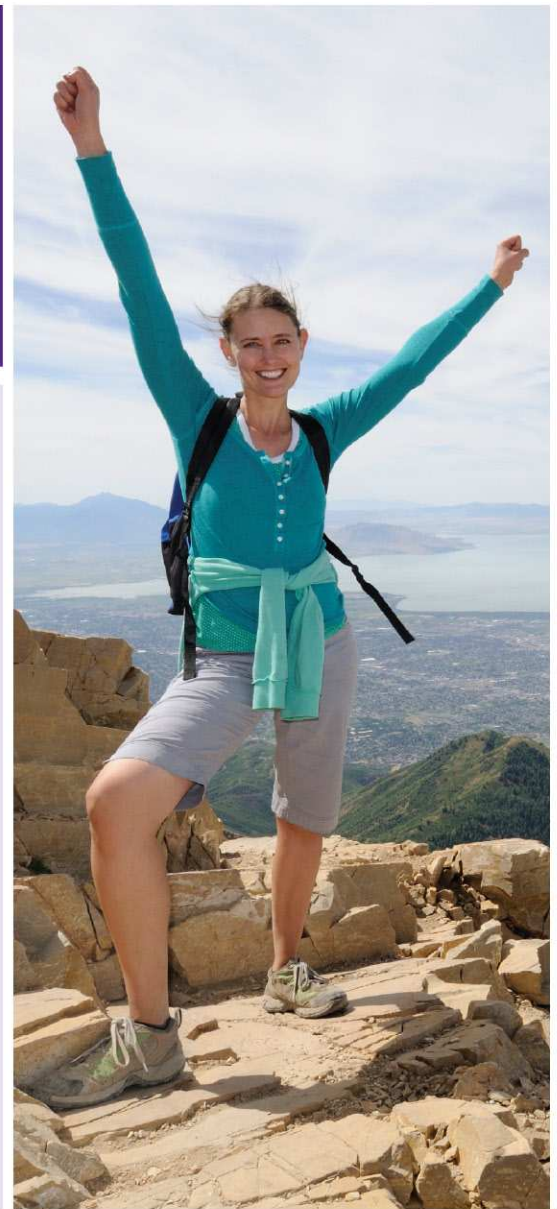
**Quit Tobacco:** Let us help your employees quit smoking with our motivational Freshstart® program or the industry leading Quitline®, a clinically proven, telephone-based counseling program.

**Get Active:** 810 companies and over 111,000 employees have become Active for Life®. This fun, team-based program increases physical activity levels, boosts morale and is paper-free.

**Manage Weight:** Our Choose to Change and Meeting Well™ programs help your employees achieve and maintain a healthy weight and make healthy food choices on and off the job.

**Stay Informed:** Turn-key awareness tools like our *HealthyLiving* newsletter and customizable Fightcancer.org provide your employees access to a world of wellness with the click of a mouse.

To learn more about these programs or meet with your local American Cancer Society corporate relations staff call 1.800.227.2345 or visit [acsworkplacesolutions.com](http://acsworkplacesolutions.com)



## 2015 Goals

The American Cancer Society has established ambitious nationwide challenge goals for 2015 by working through areas of research, education, advocacy, and service. our 2015 goals are...

- Reduce cancer deaths by 50 percent
- Reduce cancer incidence by 25 percent
- Measurably improve the quality of life of cancer patients

Your support of the American Cancer Society will help us provide hope to those living with cancer, make progress in cancer research, and provide answers about the disease.







# Relay For Life of Massillon & Western Stark County 2012 Sponsorship Opportunity

Relay For Life 2012 Sponsorship Opportunities	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$100
ENTITLEMENTS	Diamond Level Sponsor	Platinum Level Sponsor	Gold Level Sponsor	Silver Level Sponsor	Bronze Level Sponsor	Rising Star Sponsor
Company's name and logo will appear on all printed brochures, posters and other collateral. (If sponsorship agreement is received by 12/15/2011)	★					
Company's logo as event sponsor will appear on all Relay For Life event t-shirts of participants	★ Largest Printed Name and Logo	★ Mid-Sized Printed Name and Logo	★ Small Printed Name and Logo	★ Name only		
Company will receive sponsorship plaque for display at company	★	★	★	Recognition Certificate		
Free registration for company teams (up to 15 members per team)	★ 2 company teams	★ 2 company teams	★ 1 company team			
Free Luminaria for each registered company team member	★ Up to 20	★ Up to 10	★ Up to 5			
Company will be recognized in all press releases, publications and (when possible)	★	★	★	★		
Company's name and logo will appear on Relay For Life of Massillon website	★	★	★	★		
Company provided banner will be displayed at the Relay For Life event	★	★	★	★	★	
Company designed acknowledgement in all event programs	★ Full Page	★ Half Page	★ Half Page	★ Quarter Page	★ Eighth Page	★ Listing
Company will receive opportunity to promote partnership in your own company materials	★	★	★	★	★	
Track sign with Company's name	★	★	★	★	★	★
Alliance with the most recognized and respected charity in America	★	★	★	★	★	★



# 2012 Partnership Agreement

Partnership with the Relay For Life of Massillon presents unique opportunities to not only reach a wide cross-section of people who are active in the community but to contribute to the fight against cancer as well. Your partnership is supporting our goal of diminishing suffering from cancer and raising awareness of cancer prevention until a cure is found.

Your partnership also signifies an alliance with the Northeast Ohio Region office of the largest voluntary health organization in the world. The American Cancer Society is committed to helping people win the battle against cancer - your support of this effort is crucial to our success and the health of our community.

Please submit completed agreement and company logo by December 15, 2011 in order to guarantee placement in all printed collateral materials as outlined on benefits page. Company Logo must be submitted electronically to [suzy.jouben@cancer.org](mailto:suzy.jouben@cancer.org) by April 1, 2012 to appear on the participant t-shirts. Company designed acknowledgements must be received by May 31, 2012 to be guaranteed placement in the program. Please note: a sponsorship check need not accompany the signed partnership agreement to secure benefits.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

- Sponsorship Level:
- ☐ Diamond Level Sponsor - \$7,500
  - ☐ Platinum Level Sponsor - \$5,000
  - ☐ Gold Level Sponsor - \$2,500
  - ☐ Silver Level Sponsor - \$1,000
  - ☐ Bronze Level Sponsor - \$500
  - ☐ Rising Star Sponsor - \$100

Return this form to American Cancer Society, Relay For Life of Massillon, 525 North Broad Street, Canfield, OH 44406.

If you have any questions, please contact:

Suzy Jouben, American Cancer Society, 888-227-6446 x 2205, [suzy.jouben@cancer.org](mailto:suzy.jouben@cancer.org)

Mary Kay Butler, Event Co-Chair, 330-837-1155, [butlermk@att.net](mailto:butlermk@att.net)

Carol Pfalzgraf, Event Co-Chair, 330-833-7264, [pfalzy71@att.net](mailto:pfalzy71@att.net)

Credit Cards also accepted: Visa, MasterCard, American Express or Discover  
(contact the ACS office for processing at 888.227.6446 x 2205)

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