

## 2012 Relay For Life of Upper Dauphin Partnership Opportunities

<b>Benefits</b>	<b>Diamond \$2,500</b>	<b>Platinum \$1,500</b>	<b>Gold \$1,000</b>	<b>Silver \$500</b>	<b>Bronze \$350</b>
Certificate of Partnership presented for your display	●	●	●	●	●
Company recognition in Relay newsletters sent to more than 350 volunteers periodically throughout the event season <sup>1</sup>	Company Logo	Name only	Name only	Name only	Name only
Company name publicly announced as a Partner during Opening & Closing Ceremonies at the Relay event	●	●	●	●	●
Team receives credit for the sponsorship donation	\$2,500 Credit	\$1,500 Credit	\$1,000 Credit	\$500 Credit	\$350 credit
Advertisement in Relay For Life Program	Two Full Pages	Full Page	Full Page	Full Page	Half Page
Relay Team registration fee waived	2 Teams	2 Teams	1 Team	1 Team	1 Team
Company logo printed on over <b>350</b> Relay For Life event T-shirts (given to all participants who raise at least \$100) logo/art due by <b>April 1, 2012</b>	●	●	●	Name Only	
Company logo displayed on front page of Relay Online website <sup>1</sup> ( <a href="http://www.relayforlife.org/paupperdauphin">www.relayforlife.org/paupperdauphin</a> )	●	●	●	●	
Recognized as Exclusive Partner of one event area of your choice <sup>2</sup>	●	●	●		
Company recognition on Partnership Banner displayed prominently at Relay <sup>1</sup>	●	●			
Opportunity to speak during the Ceremony of choice (if Exclusive Partnership chosen)	●				

<sup>1</sup>Due to printing and distribution deadlines, we must receive your completed Partnership Agreement form and appropriate artwork no later than April 1, 2012 if you wish to take advantage of these opportunities. As soon as these items are received, your logo will be placed on all applicable promotional materials printed for the remainder of the season.

<sup>2</sup>Exclusive Partnerships\* are available in the following areas:

*\*first come, first served basis*

- Opening Ceremony
- Closing Ceremony
- Survivor Celebration
- Caregiver Celebration
- Luminaria Ceremony
- Entertainment
- Fight Back Ceremony
- Cancer Education Tent







# 2012 Relay For Life of Upper Dauphin Partnership Agreement

Thank you for partnering with the Relay For Life of Upper Dauphin to further the mission of the American Cancer Society! Your generosity is crucial to the success of our event, and we are proud to have you on our side. **Please complete the following information and return it to the address below.** We look forward to working with you on this important mission!

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Team Name/Member: \_\_\_\_\_

Partnership Level	_____	Bronze	(\$350)
	_____	Silver	(\$500)
	_____	Gold	(\$1,000)
	_____	Platinum	(\$1,500)
	_____	Diamond	(\$2,500)

Ad format:  
**(ATTACHED)**

\_\_\_\_\_ .pdf file  
\_\_\_\_\_ Image file (hi-resolution jpg, bmp, tif or gif preferred)  
\_\_\_\_\_ Camera-ready artwork (black ink on white paper)  
\_\_\_\_\_ Use last year's ad

**NOTE: ANY ADS WITH PHOTOGRAPHS NEED TO PROVIDE ORIGINAL PHOTO OR ELECTRONIC FILE PHOTO**

**Payment Method:**

\_\_\_\_\_ Check Enclosed (*made payable to the American Cancer Society*)

\_\_\_\_\_ Payment Under Separate Cover (*expected date of arrival* \_\_\_\_\_)

\_\_\_\_\_ Please Send Invoice to the address above

\_\_\_\_\_ Please Charge my Credit Card:    Visa    MasterCard    American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

Return Form and Payment to:    American Cancer Society    Attn: RFL Upper Dauphin  
5021 East Trindle Road    Mechanicsburg, PA 17050



## Relay For Life of Upper Dauphin Hourly Lap Sponsors 2012

We will be expanding and continuing our Event Sponsorship Opportunities to include Hourly Lap Sponsorships for 2012. This wonderful program allows businesses to sponsor a one hour segment at the 2012 Relay For Life of Upper Dauphin! Please see below for details of this new program!

### Hourly Lap Sponsorships:

- Each hourly lap sponsorship is a minimum donation of \$250.
- There are 17 hours during the event that can be sponsored.
- Half of the \$250 hourly lap sponsorship donation can be credited to the team or individual who recruits the sponsor.

### Each Hourly Lap Sponsor will receive the following benefits:

- Business Recognition by the DJ during the selected hour
- A track sign highlighting your business's name
- The opportunity to promote your business in a designated area during the selected hour

This is a great opportunity for our teams to enhance their fundraising efforts! You can approach your doctor, dentist, or hairdresser and ask them to join you in the fight against cancer by becoming an hourly lap sponsor of the 2012 Relay For Life of Upper Dauphin

The following hours are available for businesses to sponsor:

### Friday, June 22, 2012

☆ 4:00 pm    ☆ 5:00 pm    ☆ 6:00 pm    ☆ 7:00 pm    ☆ 8:00 pm  
☆ 9:00 pm    ☆ 10:00 pm    ☆ 11:00 pm

### Saturday, June 23, 2012

☆ 7:00 am    ☆ 8:00 am    ☆ 9:00 am    ☆ 11:00 am 12:00 pm 1:00 pm

These time slots are available on a first come, first serve basis. If a business is interested in becoming an hourly lap sponsor for the 2012 Relay For Life of Upper Dauphin, please have them complete the attached hourly lap sponsorship opportunities form, and select their preferred time slot. If their preferred time has already been sponsored, a member of the Relay For Life of Upper Dauphin Planning Committee will reach out to the business to assist them in selecting an available time.

We will be posting the hourly lap sponsors and their selected times to the website each week, so please visit [www.relayforlife.org/pacamphill](http://www.relayforlife.org/pacamphill) for the most up to date information.

Thank you and we look forward to this new initiative for Relay 2012!



# 2012 Relay For Life of Upper Dauphin Hourly Lap Sponsorship OPPORTUNITIES

Thank you for partnering with the Relay For Life of Upper Dauphin to further the mission of the American Cancer Society! Your generosity is crucial to the success of our event, and we are proud to have you on our side. **Please complete the following information and return it to the address below.** We look forward to working with you on this important mission!

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

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

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Team Name/Member:** \_\_\_\_\_

Please select the hour(s) you would like to sponsor:

Friday, June 22, 2012:

- 4:00 pm
- 5:00 pm
- 6:00 pm
- 7:00 pm
- 8:00 pm
- 9:00 pm
- 10:00 pm
- 11:00 pm

Saturday, June 23, 2012:

- 7:00 am
- 8:00 am
- 9:00 am
- 11:00 am
- 12:00pm
- 1:00 pm

Number of Laps Sponsored \_\_\_\_\_

Total Donation: \$ \_\_\_\_\_

Logo format: \_\_\_\_\_  
**(ATTACHED)** \_\_\_\_\_

- \_\_\_\_\_ .pdf file
- \_\_\_\_\_ Image file (hi-resolution jpg, bmp, tif or gif preferred)
- \_\_\_\_\_ Camera-ready artwork (black ink on white paper)
- \_\_\_\_\_ Use last year's ad

**Payment Method:**

- \_\_\_\_\_ Check Enclosed (*made payable to the American Cancer Society*)
- \_\_\_\_\_ Payment Under Separate Cover (*expected date of arrival* \_\_\_\_\_)
- \_\_\_\_\_ Please Send Invoice to the address above
- \_\_\_\_\_ Please Charge my Credit Card:    Visa    MasterCard    American Express
- Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_
- Signature: \_\_\_\_\_ Date \_\_\_\_\_

## **Partnership Opportunities**

Dear Community Members,

Each year the Upper Dauphin community participates in the American Cancer Society's Relay For Life. Relay For Life is a community gathering where everyone can participate in the fight against cancer. Teams of people camp out at a local high school, park or fairground and take turns walking or running around a track. Each team is asked to have a representative on the track at all times during the event – to symbolize the fact that cancer never sleeps. Our Relay For Life of Upper Dauphin will be held June 22nd & 23th, 2012 from 3:00 pm to 3:00 pm at Halifax High School.

One in three Americans will be diagnosed with cancer in their lifetime. We are asking you to help our community make a difference. This year we are anticipating over 500 participants, and expect a huge community turn out on top of that.

In 2011, we raised just over \$71,000, and with your help we will reach our 2012 goal of raising \$72,000 in the Upper Dauphin community. These funds are vital to cancer patients, and their families, and support the many local programs we offer to them in Upper Dauphin. If you decide to make a corporate donation, it is safe to say that there is a heartfelt thank you from cancer patients and survivors who are fighting for their lives everyday!

We hope we can count on you to help. Enclosed is some additional information on our Partnership opportunities, and how your donation will help. All agreements must be submitted by April 1, 2012. If you have any questions or would like additional information please feel free to contact us!

With grateful appreciation,

Heidi Eyster, Hannah Irion-Frake and Holly McGuire  
Relay For Life of Upper Dauphin Co-Chairs

Visit us online at...  
[www.relayforlife.org/paupperdauphin](http://www.relayforlife.org/paupperdauphin)



## 2012 Relay For Life of Upper Dauphin In-Kind Commitment Form

Thank you for partnering with the Relay For Life of Upper Dauphin to further the mission of the American Cancer Society! Your generosity is crucial to the success of our event, and we are proud to have you on our side. **Please complete the following information and return it to the address below.** We look forward to working with you on this important mission!

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

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

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Team Name/Member:** \_\_\_\_\_

*We will recognize all of our In-Kind donors at the 2012 Relay For Life of Upper Dauphin as a thank you for your generosity & support in the fight against cancer.*

**Description of Donation:** \_\_\_\_\_

Will we be required to pick up your donation?  Yes  No, I will deliver it

If yes, when may we pick up your donation: \_\_\_\_\_

Will you need a designated space at the event?  Yes  No

If yes, please indicate which day:

Friday June 22, 2012 Time: \_\_\_\_\_

Saturday June 23, 2012 Time: \_\_\_\_\_

Both Friday & Saturday Time: \_\_\_\_\_

If yes, please list any logistical needs you may have (i.e. electricity, tables, chairs, etc.\*) \_\_\_\_\_

\*We will do our best to accommodate all logistical needs, but can not guarantee requests will be met.

If counts/follow-up information is required, please provide your need by date: \_\_\_\_\_

**Value of Goods/Service:** \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_

Return Form and Payment to: American Cancer Society, Attn: RFL Upper Dauphin, 5021 East Trindle Road, Mechanicsburg, PA 17050

## **IN-KIND Partnership Opportunities**

The following is a list of items needed for the Relay For Life. Please consider providing these goods, or underwriting the cost of these goods for our event. The estimated value of your donation will qualify you for the corresponding partnership level.

Tents	Kids Activities
Tables	Massages
Chairs	Sound/DJ Service
Prizes/Giveaways	Helium Tanks
Stage	Glowsticks
Sand	Balloon Arch
Plates, Cups, etc.	Votive Candles
Water	Photography Services
Ice	Printing/Engraving Services
Soda	Security Services
General Food Donations	Free Advertising
Survivor Dinner	T-Shirts
Breakfast Food	Facility Rental
Golf Carts/Gators	Survivor Gifts
Walkie Talkies	Gift Certificates
Bounce Houses	Flowers
Dunking Booths	

\*Please note that most items (excluding food) can/will be returned after the event. Assistance in delivery and return is greatly appreciated.

All Donations are tax deductible.