



SPONSORSHIP OPPORTUNITIES AT A GLANCE



THERE ARE MANY OPPORTUNITIES FOR YOU TO PARTNER WITH THE AMERICAN CANCER SOCIETY RELAY FOR LIFE MOVEMENT, WITH GREAT BENEFITS AT EACH LEVEL.

SPONSOR BENEFIT	PRESENTING (Industry Exclusive)	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
Opportunity to have a Relay For Life kickoff at your company office to engage employees in our mission to save lives from cancer	★					
Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting	★					
Sponsor logo featured on all participant thank-you emails (sent after event)	★					
Access to Society workplace wellness programs for your organization	★	★				
Verbal recognition during your Relay For Life event opening ceremony	★	★				
Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)	★	★				
Recognition on your local Relay For Life event Facebook page	★	★	★			
Sponsor logo featured on all event print promotional materials	★	★	★			
Recognition in Society event news releases	★	★	★			
Sponsor logo featured on a giant 5-foot ribbon sign displayed at your Relay For Life event	★	★	★			

RelayForLife.org | 1.800.227.2345

SPONSOR BENEFIT	PRESENTING (Industry Exclusive)	PLATINUM	GOLD	SILVER	BRONZE	SIGNATURE
Rights to promote sponsorship in company materials (Society to approve and provide images)	★	★	★	★		
Sponsor logo featured on the home page of your local Relay For Life event website	★	★	★	★		
Society-approved promotional announcements during local Relay For Life event	4	3	2	1		
Free American Cancer Society Content Subscription Service for timely cancer-related information	★	★	★	★	★	
Opportunity to display banner(s) at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)	2	2	1	1	1	
Sponsor name/logo featured on the event T-shirt for participants (names/logos to be sized and arranged according to level)	LOGO	LOGO	LOGO	LOGO	NAME	
Sponsor name/logo featured on the sponsor page of your local Relay For Life event website	LOGO	LOGO	LOGO	LOGO	NAME	NAME
A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees	★	★	★	★	★	★
Opportunity to connect with the community through participation at event kickoffs, meetings, and other gatherings, including participation on event leadership team	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	SPEAKING OPPORTUNITY	★	★	★
Opportunity to participate in sponsor recognition lap during local Relay For Life event	★	★	★	★	★	★
A recognition gift awarded post-event	CRYSTAL AWARD	CRYSTAL AWARD	CRYSTAL AWARD	CERTIFICATE	CERTIFICATE	CERTIFICATE
Sponsor logo on two (2) co-branded track signs to be displayed for duration of event						★





Relay For Life of North Central Cook County SPONSORSHIP COMMITMENT FORM

Business name: _____
 Street address: _____
 City: _____ State: _____ Zip: _____
 Contact name: _____
 Telephone number (business): _____ Fax number: _____
 Email: _____ Web address: _____

COMMITMENT LEVEL

- ☐ \$5,000 – Presenting ☐ \$1,500 – Gold ☐ \$500 – Bronze
☐ \$2,500 – Platinum ☐ \$1,000 – Silver ☐ \$250 – Signature

METHOD OF PAYMENT

- ☐ Enclosed is my sponsorship check in the amount of \$ _____
☐ Charge my credit card (please print clearly)
 Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX
 Cardholder's name: _____
 Billing address: _____
 Card number: _____ Exp. date: _____ Security code: _____
☐ Please send invoice to: _____

We are unable to be a designated Relay For Life sponsor this year but enclosed is our donation of \$ _____

Sponsor Signature: _____ Date: _____

(Please sign and retain a copy for your records.)

Please email **an EPS logo** to Alexandra.Klomprens@cancer.org by April 26th, 2019 to ensure high-quality printing. If an .eps file is not available, please send highest quality available. Note, submitting a low resolution logo may require signage to be printed in text in order to maintain quality.

Please return form to the address below:

**American Cancer Society
 1801 S Meyers Rd. Suite 100
 Oakbrook Terrace, IL 60181**

Attention: Relay For Life of North Central Cook County

RelayForLife.org | 1.800.227.2345

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

Name of team or individual to be credited with this Sponsorship:

_____ ☐ Not Applicable

American Cancer Society, Inc.
 Federal Tax ID #13-1788491
 Organized under IRC 501(c)(3)

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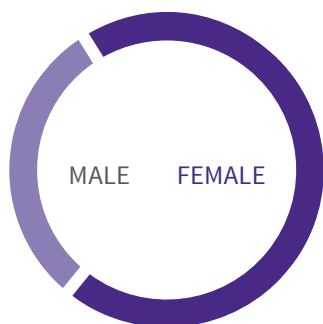
JOIN US

TOGETHER, WE CAN BEAT OUR BIGGEST RIVAL: CANCER.

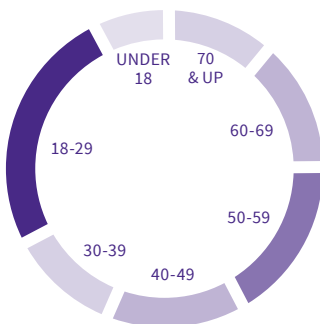
The American Cancer Society Relay For Life movement is the world's largest fundraising event to save lives from cancer. With more than 4,500 events uniting 3.5 million in 27 countries across the globe, we celebrate people who have battled cancer, remember loved ones lost, and take action for lifesaving change.



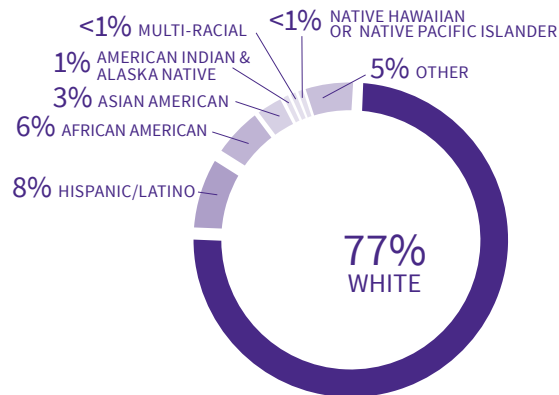
RELAY FOR LIFE PARTICIPANTS ACROSS THE US*



BY GENDER



BY AGE



BY RACE/ETHNICITY

*percentage per total respondents

Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

GET INVOLVED TODAY!



ONE IN THREE
SAY THEY ARE MORE
LIKELY TO PURCHASE
A PRODUCT IF IT'S
PARTNERED WITH
THE ACS BRAND.*

*American Cancer Society Corporate Partnerships survey: September 2013



THE ACS CONTINUES TO
BE A **HIGHLY TRUSTED
SOURCE FOR CANCER
INFORMATION**, WITH
96 PERCENT AIDED
BRAND AWARENESS
AMONG CONSUMERS.*

*American Cancer Society Market Research: 2016 Brand Tracker



HELP SAVE LIVES,
AND SHOW YOUR COMMUNITY
HOW YOU PROVIDE EMPLOYEES
AND CUSTOMERS:

- > A quality team-building experience
- > A platform for volunteerism and philanthropy
- > A commitment to their well-being

BENEFITS CAN INCLUDE:

- > Generating a more positive corporate image
- > Improving customer loyalty
- > Increasing sales potential

How we save lives, celebrate lives, and lead the fight for a world without cancer.



Here are just a few examples of how we worked toward achieving our mission in 2017.



Supporting Cancer Survivors

- Helped **more than 1,800 women** manage appearance-related side effects of treatment.
- Provided **more than 6,900** special kits of tailored information and resources for newly diagnosed patients.
- Provided **more than 3,300** wigs to cancer patients.
- **Thousands** of patients, survivors, and caregivers use our online Cancer Survivors Network.



Finding Cancer's Causes and Cures

- The American Cancer Society is currently funding **30 grants** to seven institutions and universities in Illinois totaling **more than \$18 million**.
- The American Cancer Society has invested more than \$4.6 billion in research and has given grant funding support to 47 individuals who went on to win the Nobel Prize.



Providing Leadership and Education for the Health Care Community

Our cancer screening guidelines go through a rigorous, evidence-based review to help patients and their health care providers make the best choices to screen for cancer.

Our prevention guidelines help people reduce their risk of cancer, and our survivorship guidelines help people live life to the fullest after cancer.

We work in communities across the country and in **84 hospitals** in Illinois to get health care professionals information and resources to help more people prevent cancer or find it early, when it may be easier to treat.

Our three peer-reviewed journals inform health care professionals about emerging science so they can provide the best possible care for their patients.



Helping Cancer Patients Access Care

- Provided **more than 30,500** rides to treatment and other cancer-related appointments.
- Provided nearly **7,700 nights** of free lodging at our Hope Lodge® communities, and more than **2,200 nights** of free or reduced lodging through our Hotel Partners Program.
- Our **eight patient navigators** in Illinois helped guide **more than 3,300** newly diagnosed cancer patients to overcome barriers to care.



Offering Information and Education

- Our 24/7 helpline handled more than **32,000 calls and live chats** from Illinois residents seeking support, information, and resources.
- Our website, cancer.org, had more than **2.78 million visits** from Illinois residents for the latest, most accurate information on virtually all topics related to cancer.



Fighting Cancer through Public Policy

The American Cancer Society Cancer Action NetworkSM (ACS CAN), our nonprofit, nonpartisan, advocacy affiliate, works with lawmakers at the federal, state, and local levels to pass laws and policies that impact our mission and improve our ability to prevent, detect, and treat cancer. Some results of these efforts in Illinois:

- After three sessions without a budget, Illinois passed a comprehensive state budget on July 7, 2017. It included an increase in funding to the Illinois Breast and Cervical Cancer Program (IBCCP), to \$13.5 million.
- The budget also included full funding for the state tobacco cessation programs, including \$3.1 million for the Illinois Tobacco Quitline and fund for local health departments to provide cessation support. These funding levels were the same as Fiscal Year 2015 which was the last year Illinois had a full budget before the budget impasse began.