

## PRESENTING SPONSOR · \$5,000

### RIGHTS AND BENEFITS

- Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting
- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to display two banners at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials, indicating “presenting sponsor”
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in Society event news releases
- Verbal recognition during your local Relay For Life event opening ceremony
- General verbal recognition at your local Relay For Life event
- Four Society-approved promotional announcements during local Relay For Life event
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay

## PLATINUM SPONSOR · \$2,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to display two banners at your local Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Three Society-approved promotional announcements
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay

## GOLD SPONSOR · \$1,500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - All event print promotional materials
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in Society event news releases
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements during local Relay For Life event
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay

## SILVER SPONSOR · \$1,000

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo featured on:
  - The home page of your local Relay For Life event website
  - The sponsor page of your local Relay For Life event website
  - The event T-shirt for participants (logos to be sized and arranged according to level)
- General verbal recognition at your Relay For Life event
- One Society-approved promotional announcement during local Relay For Life event
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay

## BRONZE SPONSOR · \$500

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to display one banner at your Relay For Life event (must be approved by the Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company name on the sponsors' page of your local Relay For Life event website
- Company name on the event T-shirt for participants
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay

## SIGNATURE SPONSOR · \$250

### RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

### BRAND RECOGNITION

- Company logo on two co-branded track signs to be displayed for duration of event
- Paint Your Town Purple Banner to be displayed on Brownsville Rd. for multiple weeks leading up to Relay
- Company name on the sponsors' page of your local Relay For Life event website

## RELAY FOR LIFE 2018 SPONSORSHIP OPPORTUNITIES

	Presenting	Platinum	Gold	Silver	Bronze	Signature
<b>Rights and Benefits</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Speaking Opportunity at the Relay during your choice of ceremony	X					
Opportunity to connect with the community and speak at event kickoffs, meetings and other gatherings	X	X	X	X	X	X
Complimentary space at the Relay For Life of BBW with the opportunity to provide giveaways (must be Society approved)	X	X				
Rights to promote sponsorship in company materials (society approved)	X	X	X	X		
Participation in the Sponsor recognition lap	X	X	X	X	X	X
Opportunity to display banners at your Relay For Life event	2	2	1	1		
<b>Brand Recognition</b>						
Recognition in post-event thank you email to participants, event news releases, during the opening ceremony and throughout the event	X	X	X			
<b>A Paint Your World Purple Banner</b>	X	X	X	X	X	X
<b>Yard Sign at Relay</b>				X	X	X
Company logo on all event printed materials indicating sponsor level	X	X	X	X	X	
<b>Company logo on event T-shirt for participants</b> (logos arranged and sized according to level)	Lg.	Med.	Med.	Med.	Sm.	
Company Logo on Relay For Life of BBW Website and recognition in social media	X	X	X	X	X	X
Society-approved promotional announcements during the event	4	3	2	1		
<b>Additional Benefits</b>						
Free American Cancer Society Content Subscription service for timely cancer-related information	X	X	X	X	X	
A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees	X	X	X	X	X	X
Access to Society workplace wellness programs at your organization	X					
Opportunity to have a Relay Kickoff at your company	X					
A recognition gift awarded post-event	X	X	X	X	X	X
Your personal American Cancer Society Wellness Coach	X	X				

The American Cancer Society invites you to...



And show your support for

# Relay For Life of Baldwin, Brentwood, Whitehall

June 16, 2018 5pm—11 pm Baldwin High School

Here's a chance for **Local Merchants** to publicize their support of the American Cancer Society's Relay For Life. We invite you to sponsor a boulevard banner! **Your company name** will be displayed in white on a large, purple, Relay For Life banner hanging on one of the poles along the Brownsville Road business district for several weeks in May. Please make a note of location preference but it is not guaranteed. Location depends upon banners sold and order in which they are received.

**Sponsor renewals from last year will receive a \$25 discount!**

\$150 New PYTP Sponsor

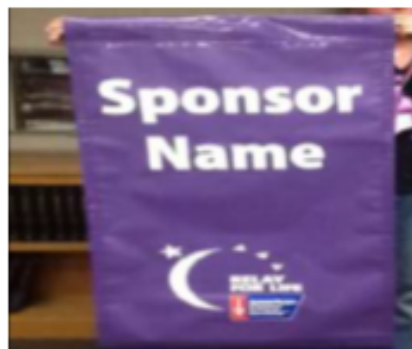
\$125 Renewal PYTP Sponsor

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

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Purchased to support team: \_\_\_\_\_



Return completed form and checks payable to the American Cancer Society by April 13 to:

American Cancer Society  
Attn: Relay For Life of Baldwin, Brentwood, Whitehall  
320 Bilmar Drive  
Pittsburgh, PA 15205

Questions: Event Leader Lynne Golvash— [lgolvash@comcast.net](mailto:lgolvash@comcast.net) Or ACS Community Manager Jean Schieman— [jean.schieman@cancer.org](mailto:jean.schieman@cancer.org)

Proceeds of this event benefit the programmatic work of the ACS. Donations are tax deductible to the full extent allowed by law. The ACS is a nonprofit organization with 501 c (3) status for tax purposes. Our exemption number is 75-403-413.



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
- \$150 – New Paint Your Town Purple
- \$2,500 – Platinum
- \$1,000 – Silver
- \$250 – Signature
- \$125 – Renewal of Paint Your Town Purple
- \$100 – Track Sign

**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 remittance form 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 return form by APRIL 13, 2018 to the address below:**  
**American Cancer Society**  
**320 Bilmar Drive**  
**Pittsburgh, PA 15205**  
**Attention: Relay For Life of Baldwin, Brentwood, Whitehall**  
 RelayForLife.org | 1.800.227.2345

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

\_\_\_\_\_  Not Applicable

American Cancer Society, Inc.  
 Federal Tax ID #13-1700491  
 Organized under IRC 501(c)(3)