



Relay For Life of the Salinas Valley

2022 Sponsorship Opportunities



www.RelayForLife.org/SalinasCA

Dear Relay For Life Supporter,

When someone is diagnosed with cancer, it impacts everyone – mothers, daughters, fathers, sons, grandparents, neighbors, and friends. But we can do something about it. As a community, we can attack, and ultimately defeat, our biggest rival: cancer.

That's why on September 10, 2022, we will come together for the 25th Relay For Life of the Salinas Valley, to help the American Cancer Society save lives, celebrate lives, and lead the fight for a world without cancer. As a part of our community, we would be honored to have your organization join this year's event as a sponsor.

The Relay For Life movement is the world's largest fundraising event to save lives from cancer. At each event, we celebrate people who have battled cancer, remember loved ones lost, and take action for lifesaving change. This year's event is expected to bring our community together at our new venue, Old Town Salinas, where everyone will get to see you as a sponsor.

As a sponsor for the walk, your support allows the American Cancer Society to fight cancer on all fronts – like investing in groundbreaking research, providing free rides to chemo, places to stay when treatment is far from home, our live 24/7 helpline, and so much more.

We also offer many benefits for your organization. Enclosed you will find information about sponsorship opportunities for the Relay For Life of the Salinas Valley. We hope you will join us as a sponsor in 2022!

Sincerely,



Curt Lowensen
Lead, Sponsorship Committee
Co-Lead, Relay For Life of the Salinas Valley 2022
Email: calowensen@gmail.com





Sponsorship Opportunities at a Glance

| SPONSOR BENEFIT | PRESENTING \$10,000 | PLATINUM \$7,500 | GOLD \$5,000 | SILVER \$2,500 | BRONZE \$1,000 | SIGNATURE \$500 |
|---|------------------------|----------------------|----------------------|-------------------|-------------------|--------------------|
| Employee engagement opportunity through custom company kickoff for your Relay For Life team | ✓ | | | | | |
| Speaking opportunity during your local Relay For Life event | ✓ | | | | | |
| Company highlighted on any television and radio interviews, or prerecorded video opportunities | ✓ | | | | | |
| Sponsor logo featured on all post-event communication | ✓ | | | | | |
| Access to American Cancer Society workplace wellness offerings | ✓ | ✓ | | | | |
| Verbal recognition during your Relay For Life event opening ceremony | ✓ | ✓ | | | | |
| Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways | ✓ | ✓ | | | | |
| Premier spotlight sponsor opportunity during event (Survivor or Team highlights) | ✓ | ✓ | ✓ | | | |
| Premier Recognition during Relay For Life event | ✓ | ✓ | ✓ | | | |
| Social Media co-branded Ribbon | ✓ | ✓ | ✓ | | | |
| Sponsor logo featured on all event promotional materials | ✓ | ✓ | ✓ | ✓ | | |
| Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Rights to promote sponsorship in company materials with branded image | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor logo featured on virtual opening ceremony | LOGO | LOGO | LOGO | LOGO | NAME | NAME |
| Year-round opportunities to engage with participants including representation on the Event Leadership Team | SPEAKING OPPORTUNITY | SPEAKING OPPORTUNITY | SPEAKING OPPORTUNITY | ✓ | ✓ | ✓ |
| Relay For Life window cling to help advertise your sponsorship to customers and employees | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
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The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.



Additional Sponsorship Opportunities

| SPONSOR LEVELS | | | | |
|----------------------------|--|--|----------|--|
| Presenting | | | \$10,000 | |
| Platinum | | | \$7,500 | |
| Gold | | | \$5,000 | |
| Silver | | | \$2,500 | |
| Bronze | | | \$1,000 | |
| Signature | | | \$500 | |
| | | | | |
| | | | | |
| Survivorship Sponsor | | | \$5,000 | |
| Survivor Lunch Sponsor | | | \$5,000 | |
| Luminaria Ceremony Sponsor | | | \$5,000 | |
| Purple Chair Sponsor | | | \$2,500 | |
| Kid's Zone Sponsor | | | \$2,500 | |
| Video Display Sponsor | | | \$2,500 | |
| Hope Lodge Sponsor | | | \$2,500 | |
| Stage Sponsor | | | \$2,500 | |
| Tent Sponsor | | | \$2,500 | |
| Port-A-Potty Sponsor | | | \$1,000 | |
| Golf Cart/Gator Sponsor | | | \$1,000 | |
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The COVID-19 pandemic has impacted how the American Cancer Society safely conducts Relay For Life and other event experiences in your community. In the event that ACS is unable to deliver any of the benefits above due to alterations for public safety, comparable benefit substitutions will be made.



Presenting Sponsor

\$10,000

- Employee engagement opportunity through custom company kickoff for your Relay For Life team
- Speaking opportunity during your local Relay For Life event
- Company highlighted on any television and radio interviews or prerecorded video opportunities
- Sponsor logo featured on all post-event thank-you emails
- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Premier spotlight sponsor opportunity during event (Survivor or Team highlights)
- Premier Recognition during Relay For Life event
- Social Media co-branded Ribbon
- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Relay For Life window cling to help advertise your sponsorship to customers and employees
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story

Platinum Sponsor

\$7,500

- Access to American Cancer Society workplace wellness offerings
- Verbal recognition during your Relay For Life event opening ceremony
- Promotional space during your Relay For Life event with an opportunity to provide ACS-approved giveaways
- Premier spotlight sponsor opportunity during event (Survivor or Team highlights)
- Premier Recognition during Relay For Life event
- Social Media co-branded Ribbon
- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Relay For Life window cling to help advertise your sponsorship to customers and employees
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story



Gold Sponsor

\$5,000

- Premier spotlight sponsor opportunity during event (Survivor or Team highlights)
- Premier Recognition during Relay For Life event
- Social Media co-branded Ribbon
- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Relay For Life window cling to help advertise your sponsorship to customers and employees
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story

Silver Sponsor

\$2,500

- Sponsor logo featured on all event promotional materials
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Relay For Life window cling to help advertise your sponsorship to customers and employees
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story

Bronze Sponsor

\$1,000

- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Rights to promote sponsorship in company materials with branded image
- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Relay For Life window cling to help advertise your sponsorship to customers and employees
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story

Signature Sponsor

\$500

- Sponsor logo featured on the home page of your local Relay For Life event website with link to your company website
- Sponsor logo featured on virtual opening ceremony
- Year-round opportunities to engage with participants including representation on the Event Leadership Team
- Recognition on your local Relay For Life event Facebook, Twitter and Instagram timeline with in-feed post and story





Relay For Life of the Salinas Valley

2022 Sponsorship Commitment Form

Business name: _____

Street address: _____

City: _____ State: _____ ZIP: _____

Contact name: _____

Telephone number (business): _____

Email: _____

COMMITMENT LEVEL

- ☐ \$10,000 – Presenting ☐ \$5,000 – Gold ☐ \$1,000 – Bronze ☐ \$200 – Business Card
☐ \$7,500 – Platinum ☐ \$2,500 – Silver ☐ \$500 – Signature ☐ IN-KIND _____

METHOD OF PAYMENT

☐ Enclosed is my sponsorship check in the amount of \$ _____

☐ Paid my sponsorship on the Relay For Life of the Salinas Valley website (Amount/Date): _____

☐ Charge my credit card (please print clearly). Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder's name: _____

Billing address: _____

Card number: _____ Exp. date: _____ Security code: _____

Cardholder signature: _____ Date: _____

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

☐ Please send invoice to: _____

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

Please email an .eps logo or .jpg logo to Curt Lowensen, calowensen@gmail.com, by August 5, to ensure high-quality printing. If an .eps or .jpg 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

PO Box 1756

Salinas, CA 93902

Attention: Relay For Life of the Salinas Valley – A9BGNV

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

_____ ☐ Not Applicable

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.

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Relay For Life of the Salinas Valley

September 10, 2022
Old Town Salinas

www.RelayForLife.org/SalinasCA



cancer.org | 1.800.227.2345



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