



**Relay For Life of Cobb County**  
Presented by Northwest Georgia Oncology Centers

## Join the Worldwide Movement to End Cancer!

Sponsorship of Relay For Life of Cobb County supports the American Cancer Society in the fight against cancer. It can also provide numerous benefits to your company, including:

- A positive promotional opportunity, positioning you as a concerned corporate citizen willing to actively support the battle against cancer.
- Exposure to an audience of more than 5,000 community participants and volunteers.
- Affiliation with the American Cancer Society, the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem.

Relay For Life is much more than a fundraiser – it’s a worldwide movement to end cancer.

Together with our millions of supporters, the American Cancer Society saves lives and creates more birthdays by helping people stay well, helping people get well, by finding cures, and by fighting back. We hope you’ll join us.

### 2010 Sponsorship Opportunities and Benefits

#### **Platinum Sponsor..... \$15,000**

- Recognition on event website at [www.cobbrelay.org](http://www.cobbrelay.org)
- Full page ad in the Relay For Life program
- On-screen recognition and signage at Relay For Life, visible to more than 5,000 participants and guests
- Medium-sized logo on back of event T-shirts
- Access to the VIP Tent at Relay For Life
- Award plaque from the American Cancer Society
- Registration fees waived for up to 45 Relay participants

#### **Gold Sponsor..... \$7,000**

- Recognition on event website at [www.cobbrelay.org](http://www.cobbrelay.org)
- Half-page ad in the Relay For Life program
- On-screen recognition at Relay For Life, visible to more than 5,000 participants and guests
- Small company logo on back of event T-shirts
- Access to the VIP Tent at Relay For Life
- Award plaque from the American Cancer Society
- Registration fees waived for up to 30 Relay participants

#### **Silver Sponsor ..... \$5,000**

- Recognition on event website at [www.cobbrelay.org](http://www.cobbrelay.org)
- Half-page ad in the Relay For Life program
- On-screen recognition at Relay For Life, visible to more than 5,000 participants and guests
- Small company logo on back of event T-shirts
- Access to the VIP Tent at Relay For Life
- Award plaque from the American Cancer Society
- One team registration fee waived (up to 15 total participants)

## Silver Sponsor Naming Opportunities

- **Survivor Reception** – name and logo on invitations, reception signs, event program, and other print materials; verbal recognition at the reception (more than 500 attendees); opportunity to distribute a promotional item to survivors and caregivers at reception.
- **KidsWalk** – name and logo on flyers, posters, KidsWalk t-shirts, event program, and other print materials; verbal recognition during KidsWalk (held during “prime time” at Relay on Friday night); opportunity to distribute a promotional item to KidsWalk participants.
- **Luminaria Ceremony** – name and logo on luminaria order form and in event program, on-screen and verbal recognition at beginning/end of the luminaria ceremony (held at 9 pm Friday night),

## Bronze Sponsor ..... \$3,000

- Recognition on event website at [www.cobbrelay.org](http://www.cobbrelay.org)
- Quarter-page ad in the Relay For Life program
- On-screen recognition at Relay For Life, visible to more than 5,000 participants and guests
- Access to the VIP Tent at Relay For Life
- Award plaque from the American Cancer Society
- One team registration fee waived (15 total participants)

## Bronze Sponsor Naming Opportunities

- **Kick-off** (January) – name and logo on kick-off invitations and signs, on-screen and verbal recognition at kick-off (more than 200 attendees); opportunity to distribute a promotional item at kick-off.
- **Silent Auction** (March) – name and logo on auction invitations, auction signs, and other auction print materials; on-screen and verbal recognition at the auction (more than 200 attendees); opportunity to distribute a promotional item at the auction.
- **Event Headquarters** – name and logo on headquarters signs, opportunity to distribute a promotional item at headquarters.
- **Mission Delivery Tent** – name and logo on mission tent signs, opportunity to distribute a promotional item at the tent.

## Club Level Sponsors

Club level sponsorships offer a unique opportunity for a company or individual to support a specific element of Relay For Life, and to have their name directly linked to that element. Recognition for Club level sponsors will be tailored to the ceremony/activity/component being sponsored. Club level sponsorships must be arranged through an American Cancer Society staff partner.

### \$1,000 Sponsorships

- VIP Tent
- Advocacy Blitz
- Closing Ceremony
- Wrap-Up/Charge-Up (September)
- Bank Night (May 1)

### \$500 Sponsorships

- All-Night Coffee
- Overnight Activities (5 available)
- Site Map

### \$250 Sponsorships

- Volunteer Refreshments
- First Aid Station
- Team Captains Meetings (3 available)

### Track Sponsors \$200

Sponsor’s name and logo on one of 25 yard signs which will line the track throughout Relay For Life on May 8. Track sponsors may also provide their own yard sign, up to 24 x 36”.

For more information, please contact the American Cancer Society Cobb Office at 770-429-0089 or [cobbrelay@cobbrelay.org](mailto:cobbrelay@cobbrelay.org).

## 2010 Sponsorship Agreement Relay For Life of Cobb County

Sponsor's Name \_\_\_\_\_

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

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_

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

I would like my name/company name to appear as follows:

\_\_\_\_\_

I would like to support Relay For Life of Cobb County as a:

- Platinum Sponsor (\$15,000)
- Gold Sponsor (\$10,000)
- Silver Sponsor (\$5,000)
  - Survivor Reception
  - KidsWalk
  - Luminaria Ceremony
- Bronze Sponsor (\$3,000)
  - Kick-Off
  - Silent Auction
  - Event HQ Tent
  - Mission Tent
- Club Level Sponsor (please specify)
  - VIP Tent (\$1,000)
  - Torch Bearers (\$1,000)
  - Advocacy Blitz (\$1,000)
  - Wrap-Up/Charge-Up (\$1,000)
  - Closing Ceremony (\$1,000)
  - Bank Night (\$1,000)
  - All Night Coffee (\$500)
  - Overnight Activities (\$500)
  - Site Map (\$500)
  - Volunteer Refreshments (\$250)
  - First Aid Station (\$250)
  - Team Captains Meeting (\$250)
- Track Sponsor (\$200)

### Payment Information

Sponsorship payments must be received by April 10 in order to receive recognition in the event program. All sponsorship payments must be received by May 1.

Check enclosed for \$\_\_\_\_\_. Please make check payable to the American Cancer Society.

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Invoice me.

Return this agreement to:  
American Cancer Society Cobb Office  
1825 Barrett Lakes Blvd. Suite 280  
Kennesaw, GA 30144  
Phone 770-429-0089 / Fax 770-429-9824  
cobbrelay@cobbrelay.org

*Thank you for your support in the fight against cancer!*