

# RELAY FOR LIFE OF CHINO

AMERICAN CANCER SOCIETY

## BACK TO THE 80s

Celebrate together.

Remember together.

Fight back together.

RELAY FOR LIFE

American Cancer Society

CHINO

The central graphic features a white crescent moon and a five-pointed star on a dark blue background. To the right of the grid are several colorful ribbons in yellow, pink, blue, and red.

**SATURDAY  
OCTOBER 1ST  
2022**

**9AM TO 9PM**

**RUBEN S. AYALA PARK**

14225 Central Ave. Chino, CA 91710

**JOIN THE  
RELAY FOR LIFE  
MOVEMENT TODAY!**

[www.relayforlife.org/chinoca](http://www.relayforlife.org/chinoca)



Contact:

**Janet Howe**

**909.762.3032**

[chinorelayforlife@gmail.com](mailto:chinorelayforlife@gmail.com)





Relay For Life of Chino

# 2022 Sponsorship Opportunities





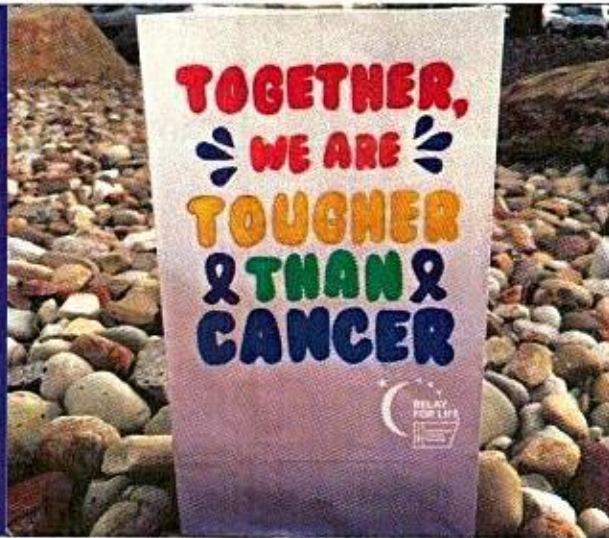
# Together we can beat cancer.

The American Cancer Society is the largest nonprofit funder of cancer research.



That research has helped lead to more lives saved.

In fact, more than 16.9 million people with a history of cancer are alive in the US today.



Since 1991, death rates from cancer have dropped 31%.



That translates to more than 3 million lives saved.

## 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

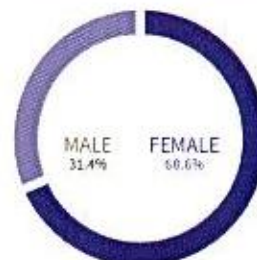


Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer.

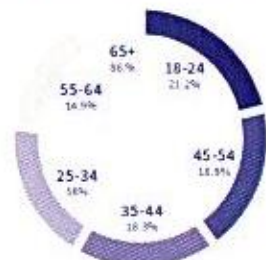
## JOIN US TODAY!

RelayForLife.org | 1.800.227.2345

## RELAY FOR LIFE PARTICIPANTS ACROSS THE US\*



BY GENDER



BY AGE

\*American Cancer Society, 2013



**ONE IN THREE** say they are more likely to purchase a product if it's partnered with the ACS brand.\*

\*American Cancer Society Corporate Partnership survey, September 2013



The American Cancer Society continues to be a **HIGHLY TRUSTED** source for cancer information, with **88% AIDED BRAND AWARENESS** among consumers.\*

\*American Cancer Society Market Research, 2019 Brand Tracker

# Presenting Sponsor

\$5,000

- Naming rights on event website homepage: "Relay For Life of (Area Name), Presented by (Your Company)"
- Sponsor logo included on standard event communication to all participants.
- Speaking opportunity during your local Relay For Life event
- Television and radio interview opportunities
- Sponsor logo featured on all post-event thank-you emails
- Co-branded social media frames and cover photos made available to all event participants
- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- 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
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- 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
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

# Platinum Sponsor

\$2,500

- Opportunity to co-present (along with ACS) a local pre or post event activation (Examples include: a Photo Booth, Selfie Stop, Scavenger Hunt, or a locally designed experience)
- 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
- Company representative invitation to other American Cancer Society VIP functions in your community
- Premier Recognition on your local Relay For Life event Facebook [Twitter, Instagram] timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- 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
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

## Gold Sponsor \$1,500

- Premier Recognition on your local Relay For Life event Facebook timeline with in-feed post and story
- Sponsor logo featured on all event promotional materials
- Recognition in ACS event news releases
- Rights for you to promote sponsorship in other publication with co-branded ad (ad templates provided by ACS)
- Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable
- 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
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

## Silver Sponsor \$1,000

- 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
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

## Bronze Sponsor \$500

- Rights to promote sponsorship in company materials with branded image
- Year-round opportunities to engage with participants including representation on the Event Leadership Team

## Signature Sponsor \$250

- Year-round opportunities to engage with participants including representation on the Event Leadership Team



RELAY FOR LIFE OF CHINO

## 2022 Sponsorship Intake Form

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

Telephone Number (business): \_\_\_\_\_ Email: \_\_\_\_\_

### Commitment Level

\$5,000 – Presenting

\$1,500 – Gold

\$500 – Bronze

\$2,500 – Platinum

\$1,000 – Silver

\$250 – Signature

Thank you for your commitment to support the Relay For Life of Chino 2022

Please note within 10 business days you will receive an email from Cathi Hill, Sr. Development Manager with a DocuSign document to finalize your sponsorship.

Please email any questions to Cathi Hill at [cathi.hill@cancer.org](mailto:cathi.hill@cancer.org)

We appreciate your commitment in the fight against cancer and your support to our Relay For Life event.

### Cathi Hill

Senior Development Manager

951.300.1220 | m: 951.202.7714 | f: 951.300.1202

Society Key – 6G9ESL

American Cancer Society, Inc. | West Region

PO Box 910549

San Diego, CA 92191

[cancer.org](http://cancer.org) | 1.800.227.2345

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

Renee Chew - Cancer Crushers

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](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

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

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# Luminaria Order Form

Relay For Life of Chino  
[www.RelayForLife.org/chinoca](http://www.RelayForLife.org/chinoca)  
**October 1, 2022 - Ayala Park**

When the sun goes down at every American Cancer Society Relay For Life event, hope shines the brightest. During the Luminaria Ceremony, hundreds of luminaria light the track to celebrate the lives of those who have battled cancer, remember those who have lost their battle, and fight back against the disease that has taken too much. This ceremony of light symbolizes the hope and perseverance with which we all continue to fight.

You can give to the American Cancer Society and keep the flame of hope lit by ordering a luminaria in memory of someone lost to cancer or in honor of someone still fighting or who had beaten the disease.

The suggested luminaria donation amount is \$10 each. Please send your tax-deductible donation, payable to the American Cancer Society and the bottom portion of this form to the address below or turn in to your team captain.

**American Cancer Society**  
**Attn: Relay For Life of Chino (6G9ESL)**  
**PO Box 910549**  
**San Diego, CA. 92191**

-----  
Your name: \_\_\_\_\_

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

City, State, ZIP: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

In  Memory  Honor  Support  Appreciation  
of \_\_\_\_\_  
Message (10 words maximum) \_\_\_\_\_  
\_\_\_\_\_

In  Memory  Honor  Support  Appreciation  
of \_\_\_\_\_  
Message (10 words maximum) \_\_\_\_\_  
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In  Memory  Honor  Support  Appreciation  
of \_\_\_\_\_  
Message (10 words maximum) \_\_\_\_\_  
\_\_\_\_\_

Payment method:  
 Check (payable to American Cancer Society)  
 Cash

VISA     MasterCard     AmEX     Discover  
Card number \_\_\_\_\_  
Name on card \_\_\_\_\_