



SPONSORSHIP OPPORTUNITIES

# ACS AT THE ZOO

PRESENTED BY RELAY FOR LIFE OF SOUTH OAKLAND COUNTY

September 11, 2021 | Detroit Zoo



”

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 U.S. TODAY.

“



Since 1991,  
**the cancer death rate  
has dropped 29%.**

That translates to  
**more than  
2.9 million lives saved.**

The image contains a line graph with a downward-sloping arrow, indicating a decrease. Below the graph is text stating that since 1991, the cancer death rate has dropped 29%. Below this text is a purple circle with a white plus sign, followed by text stating that this translates to more than 2.9 million lives saved.

**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 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

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

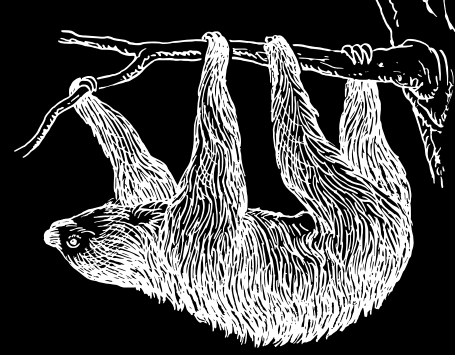
- A quality team building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

## BENEFITS CAN INCLUDE:

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

# SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	PRESENTING \$5000	PLATINUM \$2500	GOLD \$1500	SILVER \$1000	BRONZE \$500	SIGNATURE \$250
Employee engagement opportunity through custom company kickoff for your Relay For Life team	✓					
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)	✓	✓				
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	✓	✓				
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	✓	✓	✓			
Recognition on your local Relay For Life event Facebook timeline				✓	✓	✓
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)	✓	✓	✓			
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 the home page of your local Relay For Life event website					✓	✓
Year-round opportunities to engage with participants including representation on the Event Leadership Team	<b>SPEAKING OPPORTUNITY</b>	<b>SPEAKING OPPORTUNITY</b>	<b>SPEAKING OPPORTUNITY</b>	✓	✓	✓
Sponsor logo placement on co-branded event signage on banners, track signs, and video where applicable (electronically if no in-person event)	✓	✓	✓	✓	✓	✓



For \$5,000-\$1,500 level sponsors, your branded signage will be placed at your chosen animal exhibit.

**\$5,000 LEVEL SPONSORS CHOICE OF:**

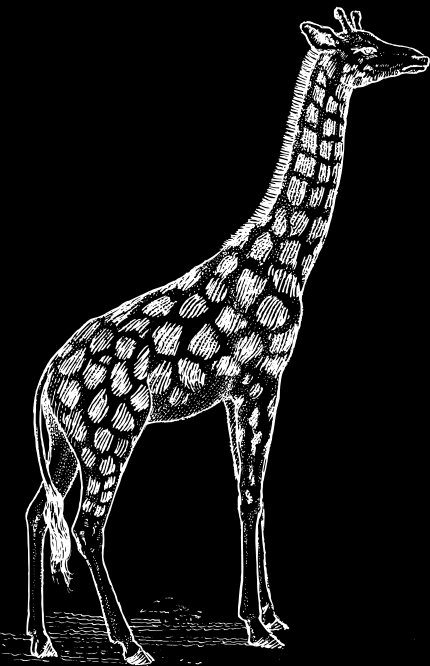
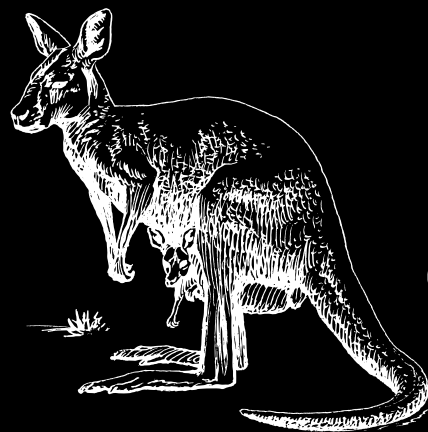
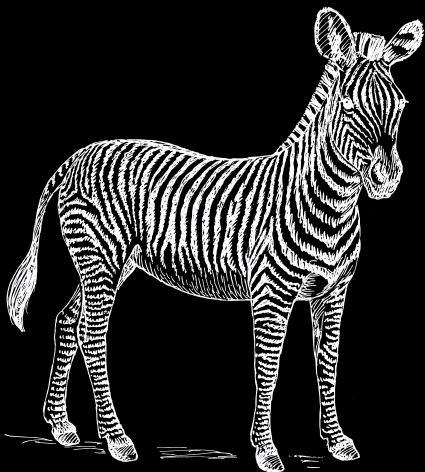
- Penguin House
- Butterfly/Bird House
- Polar Bear House
- Fountain Area

**\$2,500 LEVEL SPONSORS CHOICE OF:**

- Reptile House
- Amphibian House
- Kangaroos Habitat
- Rhinos
- Giraffes
- Lions
- Tigers
- Chimp Exhibit

**\$1,500 LEVEL SPONSORS CHOICE OF:**

- Snow Monkeys
- Sloths
- Beaver
- Otters
- Camel
- Ostrich
- Aardvark
- Eagle
- Porcupines
- Wolverines
- Giant Anteaters
- Bison
- Zebra





# Relay For Life of South Oakland County 2021 Sponsorship Commitment Form

Questions? Contact Alex Garnepudi @ 248.930.0888 or alex.garnepudi@cancer.org

Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

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

Contact name: \_\_\_\_\_

Telephone number (business): \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_ Web address: \_\_\_\_\_

## COMMITMENT LEVEL

- \$5000 – Presenting       \$1500 – Gold       \$500 – Bronze
- \$2500 – Platinum       \$1000 – Silver       \$250 – Signature

## METHOD OF PAYMENT

Enclosed is my sponsorship check in the amount of \$ \_\_\_\_\_

Charge my credit card (please print clearly and DO NOT EMAIL).

Card Type:       VISA       MasterCard       Discover       AMEX

Cardholder's name: \_\_\_\_\_

Billing address: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security code: \_\_\_\_\_

Pay by electronic funds transfer. (Reach out to alex.garnepudi@cancer.org to set up payment.)

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 and JPG logo** to alex.garnepudi@cancer.org 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 note: 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.**

Due to temporary operational limitations during the Covid-19 pandemic, we ask that your donation be routed to the address below or donate directly online at [www.RelayForLife.org/WestBloomfieldMI](http://www.RelayForLife.org/WestBloomfieldMI). Your donation will be processed to your local event.

**Please return form to the address below:**

**American Cancer Society  
PO Box 10069  
Detroit, MI 48210**

**Attention: Relay For Life of South Oakland County (NCK9XX)  
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 #13-1788491  
Organized under IRC 501(c)(3)