

Anthony Piercy
Community Representative



May 29, 2012

[Business Name]
[Business Address]

Dear [Business Name]:

I appreciate you taking the time to allow me to present the sponsorship opportunities for our local Relay For Life. I know that [Business Name] would again be a great partner in this event, and I look forward to discussing this with you further.

Relay For Life is truly a special event because it celebrates cancer survivors. This year, more people than ever will survive cancer and fewer will hear the words “you have cancer.” Although we have made tremendous strides, in Tennessee alone more than 34,000 people are expected to be diagnosed with the disease this year, and sadly 13,000 will lose the battle. So many right here in our community continue to be affected. Cancer is a disease that affects almost every person in every community in some way. But for those who are suffering right now and for those who may be diagnosed in the future, there is more hope now than ever before. Because of the support of so many Johnson County residents, 112 patient programs were provided to residents last year ranging from transportation and lodging assistance, to educational and support programs.

I hope you will agree that Relay For Life and the American Cancer Society are worthy of your support. The attached proposal outlines the benefits of sponsorship, along with additional information about the American Cancer Society.

We will follow-up with you during the week of June 18 or you may contact me at 423.282.7010.

Thank you for your consideration. I look forward to a strong and mutually beneficial relationship with [Business Name] in the coming year.

Sincerely,
Anthony Piercy
ACS Community Representative for Johnson County

stay well | get well | find cures | fight back | cancer.org | 1.800.227.2345

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