



Marketing Through Relay For Life

Investing in Relay For Life can:

- Create brand awareness
- Enhance your company's image
- Build sales
- Promote team building
- Support what your community cares about
- Link your company's logo with the most recognizable cancer-fighting organization
- And make a difference in the battle to fight cancer!

We're saving lives and creating more birthdays.

Eleven million survivors show the progress we've made.

Join us and create more birthdays for everyone.

Sponsorship Opportunity

Premier Sponsor
\$1000

Hope Sponsor
\$500

Heart of Relay
\$250

Activity Sponsor
\$100

Recognition at event	✓	✓	✓	✓
Recognition in event program	✓	✓	✓	✓
Recognition on event Web site	✓ logo	✓ logo	✓ logo	✓ text
Recognition on event all participant T-shirts	✓ logo	✓ logo	✓ text	
Listed on event supporter banner	✓ logo	✓ logo		
Recognition at opening ceremony	✓	✓	✓	
Ability to display banner at event	✓			
Relay For Life sponsor sign for year-round display at business	✓			
Signs with logo placed around the track	✓ four			
Recognition during program/entertainment	✓			



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If you are interested in achieving your marketing objectives and fighting cancer at the same time, consider becoming a corporate sponsor of the American Cancer Society's Relay For Life of Johnson County.

This family-oriented event celebrates cancer survivorship, health, teamwork and the community. Business and civic leaders often serve as volunteers and event organizers. Cancer survivors walk the first lap followed by a luminaria ceremony to honor those who have battled cancer. Throughout the night and into the next day, participants enjoy a variety of entertainment, bands, games, team activities and much more.

By associating your company with this event, not only do you show community support, but also how you can make an impact in the fight against cancer.

If you would like to join us in this very important fight, fill out the form below and return to:

American Cancer Society
ATTN: JOHNSON COUNTY
508 Princeton Road, Suite 102
Johnson City, TN 37601

If you have questions please contact Anthony Piercy at (423) 975-0635 or anthony.piercy@cancer.org.



Sponsorship Agreement

Company Name: _____

Address: _____

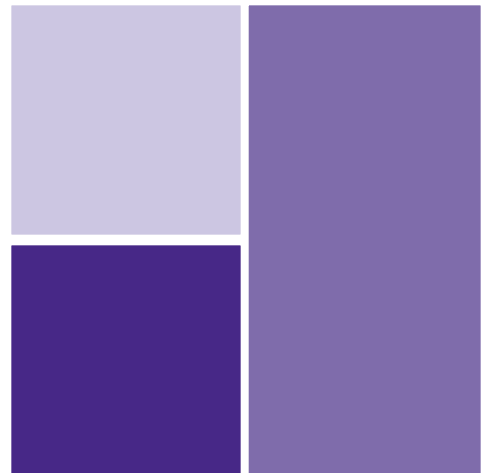
City _____ State _____ ZIP _____

Contact Name _____ Phone _____

I would like the American Cancer Society to provide information on education and programs to my company.

Name (Please Print)

Authorized Signature



Sponsorship Package:

- \$1,000 - Premier Sponsor
- \$500 - Hope Sponsor
- \$250 - Heart of Relay Sponsor
- \$125 - Activity Sponsor

Billing Information:

- Check enclosed
- Please make checks payable to the American Cancer Society and memo Relay For Life of Johnson County.
- Please invoice me