



Corporate Sponsorship Package





Dear Company Representative,

On behalf of the Relay For Life at Virginia Tech, I would like to express my extreme gratitude for your interest in helping our organization for the 2010-2011 year! The enclosed is information intended to inform you and your company of different support opportunities. We hope you will consider supporting our organization and ending cancer within our lifetime.

Relay For Life is the signature fundraising event for the American Cancer Society. This event celebrates current cancer patients and their families, provides advocacy and educational information to prevent cancer to participants, and raises funds for research that will ultimately find a cure. The Relay For Life at Virginia Tech is one of over 4,300 Relays worldwide that adheres to national American Cancer Society's mission statements and branding.

Relay For Life at Virginia Tech is the largest collegiate Relay For Life in the world. In 2009, our event hosted over 5,300 participants and rose over \$500,000 for the American Cancer Society. This marked the first time in history that a collegiate event has ever raised over half a million dollars for the American Cancer Society. In 2010, our event amounted to over 7,000 participants and totaled over \$580,000 in donations. As we continue to aim for higher goals, we are confident that the upcoming year will be our largest and most momentous event yet.

We recognize that in order to maintain the momentum of our exponentially growing event and continue the national recognition that we have achieved, we will need your help and support in the fight against cancer. For your benefit, Relay For Life at Virginia Tech has formatted a corporate sponsorship program initiative to allow for organizations to make sound and constructive investments in Relay For Life.

An investment in our program will ensure that cancer patients throughout Southwest Virginia maintain access to essential cancer programs provided by the American Cancer Society and will encourage continued education of screening and prevention standards, as well as healthy living options targeted at the general public. This is more than a donation; this is an investment in the future of our community. And as you will see, our benefits packages allow you to market your organization to the diverse population of Virginia Tech as well as the general public that attends our event while helping find a cure..

We encourage you to peruse the enclosed information and hope that you will support our vision as we inspire thousands of people to fight for a world without cancer.

Respectfully,

A handwritten signature in black ink, appearing to read 'J Combs', with a stylized flourish at the end.

Joshua Combs
Corporate Sponsorship Executive
Virginia Tech Relay For Life



Corporate Sponsorship Investment Plan

There are a vast number of opportunities for organizations that hope to customize their contribution to Relay For Life at Virginia Tech. Organizations have the opportunity to sponsor annually, make a one time donation, or customize an ongoing donation. Marketing, advertisement, branding, and acknowledgement will be based on your donation plan and is outlined later. If your company chooses to donate time or in-kind donations, we can work with you to create a sponsorship rewards package that is right for you. This includes matching in-kind donations to the value the good or service would have cost at a suggested retail price. This will be at the discretion of the Relay For Life Corporate Sponsorship Executive Team. Sponsorship is open to any and all organizations.

The Corporate Sponsorship Executive Team is very excited to work with a diverse group of companies and organizations to further the cause of the American Cancer Society through funding our event here at Virginia Tech. Together, we will make a difference and end cancer within our lifetime.

For further questions, please e-mail Joshua Combs at sponsorship@vt.edu or at 646.580.0322.



Relay For Life Corporate Sponsorship Form 2010-2011

Company Information

Company Name: _____
(exactly as you wish it to appear on all promotional materials)

Address: _____

City: _____ State: _____ Zip: _____

Main Contact/Title: _____

E-mail: _____

Phone: _____ Fax: _____

Consent and Agreement

- Relay For Life at Virginia Tech reserves the right to determine the appearance such as size and location of company names/logos on merchandise.
- Relay For Life at Virginia Tech reserves the right to select merchandise for giveaway items such as attendee gifts, attendee bags, etc.
- Relay For Life at Virginia Tech reserves the right to review and edit and/or reject content of company descriptions, advertisements, company promotional materials, and verbal remarks for speaker introductions, etc.

_____ (company name) agrees to abide by the regulations governing sponsorships and advertising set forth in this agreement and to all conditions by Virginia Tech Relay For Life and the American Cancer Society.

Authorized signature: _____

Name (print): _____

Title: _____ Date: _____

(please see the following page for financial sponsorship opportunity packages)



Sponsorship Commitment

The following are the opportunities available for organizations to financially invest in the Relay For Life at Virginia Tech. Organizations may choose to select more than one option. Annual sponsorships can be made in either one lump sum or in a ongoing giving program, in which the sponsor can determine the amount and duration of the amount.

- Annual Sponsorship (Relay For Life General Events Fund)
 - Lump Sum Donation, Amount: _____
 - Periodic Donation, Amount: _____ Duration: _____
- Event Sponsorship
 - Team Captain Meeting (10 occurrences) (\$100 per meeting)
 - Informational Booths (25 occurrences) (\$100 per booth session)
 - Gobblerfest (\$250)
 - Relay Executive Retreat (\$750)
 - Relay Fall Kickoff (\$5,000)
 - Hope For The Holidays (\$250)
 - Relay Spring Kickoff (\$5,000)
 - Amazing Race For The Cure (\$5,000)
 - Relay For Life, Survivor Banquet (\$5,000)
 - Relay For Life, Relay's Best Dance Crew (\$5,000)
 - Relay For Life, Celebrate Ceremony (\$5,000)
 - Relay For Life, Remember Ceremony (\$5,000)
 - Relay For Life, Fight Back Ceremony (\$5,000)
 - Relay For Life, Closing Ceremony (\$1,000)
 - Other (please specify) _____

Total Sponsorship Offering: _____

Corporate Sponsorship Level:

- Platinum Level (\$10,000+)
- Gold Level (\$5,000-\$9,999)
- Silver Level (\$1,000-\$4,999)
- Bronze Level (\$500-\$999)
- Purple Level (\$100-\$499)
- White Level (< \$100)

Contact Information:

Mailing Address:
 American Cancer Society
 c/o Relay For Life at Virginia Tech
 2840 Electric Road, Suite 106
 Roanoke, VA 24018

Phone: 646.580.0322
 E-mail: sponsorship@vt.edu



Payment Information

Payment for sponsorship shall be submitted with this document in order to secure sponsorship benefits. These payments can be made by credit card or by checks made payable to: **Relay For Life**. These should be sent to the following address:

**American Cancer Society
c/o Relay For Life at Virginia Tech
2840 Electric Road, Suite 106
Roanoke, VA 240618**

Check enclosed
 Visa

Mastercard
 American Express

Credit Card Number: _____

Expiration Date: Month: _____ Year: _____

Cardholder's Name: _____

Signature: _____

Checklist

- Completed Relay For Life Corporate Sponsorship Form
 - o Mailed to the aforementioned address, or
 - o Fax to 540.744.9629 Attn: "VT Relay Sponsorship"
- Submitted sponsorship payment

Please note that once sponsorship has been submitted, your level will be determined. Based on level, we will contact you for further information, as we will need more information (i.e. logo, ad, multimedia, etc.) to fulfill your sponsorship incentive.

On behalf of the entire Virginia Tech Relay For Life, we thank you for your support in the fight against cancer! If you have any questions or concerns, please contact Joshua Combs at sponsorship@vt.edu, or at 646.580.0322.

Corporate Sponsorship Incentive Form						
Benefit	Platinum Level	Gold Level	Silver Level	Bronze Level	Purple Level	White Level
Scrolling company logo posted on VTRelay.org homepage	yes	yes	yes	yes	-	-
Company description on Corporate Sponsorship link	more prominent	prominent	-	-	-	-
Company logo posted on Corporate Sponsorship link	more prominent	prominent	prominent	-	-	-
Company name posted on Corporate Sponsorship link	-	-	-	prominent	less prominent	less prominent
Company logo shown on the back of participant shirt	more prominent	prominent	less prominent	-	-	-
Company logo on event signage	more prominent	prominent	-	-	-	-
Company logo on event pamphlet	more prominent	prominent	less prominent	-	-	-
Company name on event pamphlet	-	-	-	more prominent	prominent	less prominent
Shared literature/paraphernalia at events*	yes	yes	-	-	-	-
Company logo on Weekly Fundraising e-mail	yes	-	-	-	-	-
Allotted time at event to speak or announce top fundraisers or other speakers	yes	-	-	-	-	-
15'x15' space at event to market	yes	yes	yes	yes	yes	yes

Virginia Tech Relay For Life Events 2010-2011

The following events all have economic and in-kind sponsorship opportunities available.

Team Captain Meetings- Reoccurring monthly/bi-monthly (10 occurrences)

Team Captain Meetings are held monthly and become bi-monthly as our main Relay event comes in April. These meetings are intended to be motivational and inspiring to our team captain's. These captains are to spread the enthusiasm to their team members, and relay important information that is shared to them. A live DJ and interactive games are used to motivate all people at these meetings.

Informational Booth - Reoccurring (25 occurrences)

Informational booths allow for our organization to spread the word about Relay For Life to the general student population in and around the Virginia Tech campus. Free Relay Gear (paraphernalia) will be distributed out as well as promoting upcoming events that we will be offering. This is the biggest way to spread the word about Relay For Life as thousands of students pass through the informational booths throughout the year.

Relay Fall Kickoff- October 2010

Kickoff is the first large event for the Relay For Life at Virginia Tech. Costs are used to secure the event location, food, and production of the event. An estimated 1,000 participants will be in attendance, many of which this is their first experience and feel for how Relay at Virginia Tech is, which makes them to continually support our Relay for the rest of the year and more. This is the first time we will be having a Kickoff in the fall, which is to be a sure hit among all.

Hope For The Holidays-Winter 2010-2011

This is the Virginia Tech Relay For Life's large campaign to spread our organization throughout the world. While many students are away at their homes over this break, we strongly encourage everyone to promote the Relay For Life cause back at their hometowns. As our program grows, we try and grow our program to not just this area, but throughout the world, as all of these people are directly related back to the Virginia Tech campus, as well as the common theme of ending cancer.

Relay Spring Kickoff- February 2011

Kickoff is the jumpstart for the Relay season to all anticipated event in April. This event is organized by our Kickoff Committee. In years past, free food has been distributed to guests. Live concerts by Mike-E and Afroflow, and comedian and motivational speaker Josh Sundquist have been past headliners to this event. Roughly 1000 people are expected to be in attendance for Kickoff. Sponsors for this event have the opportunity to offer assistance in food and entertainment, as well as be given the opportunity to speak at it.



Relay For Life- April 2011

A projected 8,000 participants will be at this year's event. Food and t-shirts are provided to all participants. There are a multitude of games, activities, and live music to keep people entertained for the 12-hour event hosted at the center of the Virginia Tech campus. All corporate sponsors will be offered tent space with electricity for this event to advertise and market your respected company. This is a collaborative effort between our organization, Virginia Tech, and the American Cancer Society. As the largest collegiate Relay For Life in the world, this event draws lots of media coverage and is the largest community service project on the Virginia Tech campus.