



American Cancer Society
Relay For Life of Naples
April 17th – 18th, 2009
Gulfview Middle School

SPONSORSHIP OPPORTUNITIES

990 First Avenue South Suite 200 Naples, FL 34102 * Ph. 239.261.0337 * Fx. 239.649.5571

1.800.ACS.2345 • www.cancer.org



A UNIQUE COMMUNITY EVENT

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The American Cancer Society's Relay For Life allows people from all walks of life to join in the fight against cancer. The overnight event raises money and awareness while serving as a celebration for cancer survivors, a memorial for loved ones lost and a rally for the community.

Relay For Life is the American Cancer Society's signature activity, as it encompasses the wide variety of programs and services the organization has to offer. Local businesses, clubs, families, friends, hospitals, schools and service organizations form relay teams. A member of each team is always out on the track walking, jogging or running, while other members camp out along the track and enjoy entertainment, activities and camaraderie.

Unstoppable momentum brings Relay For Life to new heights each year. Annually, 250,000 new participants join the millions who are already involved, as Relay events bring them together around the common goal of fighting cancer. Volunteer committees working in local communities lead thousands of events nationwide, each one with its own local flavor.



ADVANTAGES OF WORKING WITH THE AMERICAN CANCER SOCIETY

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Taking powerful action against the nation's leading health concern

Each year, more than 1.4 million people in the United States find out that they have cancer and an estimated 559,000 Americans will die of the disease. By becoming a sponsor of an American Cancer Society Relay For Life event, you are helping to find cures for cancer and reduce the cancer burden in our community. People will see and know your company as an organization committed to the well-being of your customers and employees.

Joining forces with a trusted brand

The American Cancer Society is one of the most recognized names in the country. Since 1946, when the Society began its research program, the American Cancer Society has invested more than \$3.1 billion in cancer research and funded 42 Nobel Prize winners. Associating with the American Cancer Society is a competitive advantage for your company and generates a more positive corporate image, improves customer loyalty and increases sales potential.

Gaining valuable community visibility

By connecting with Relay For Life, you will let the community know you are associated with the American Cancer Society. Sponsorship provides increased name recognition for your company in the local community and builds your reputation as an organization that cares about fighting cancer. Before and during the event, you will be recognized as a sponsor according to the terms of our sponsorship agreement. You may also choose to bring a team of employees to your local Relay For Life. When employee groups come together to help fight cancer, they build team spirit that lasts well beyond the time spent on the track. Relay can help forge friendships that will lead to mutual understanding and support, and can enhance the work environment. By making a corporate gift to Relay For Life, your company will be associated with the American Cancer Society in the fight against cancer.



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ADVANTAGES OF SPONSORING RELAY FOR LIFE OF NAPLES

- As a sponsor of the **Relay For Life of Naples**, your company will become involved with one of the community's top fund-raisers and will gain wide appeal and guaranteed public exposure in Southwest Florida
- The Naples Relay is the **#1 Relay For Life** event in Florida (about 350 total) and is one of the top 25 events in the United States (almost 4,800 total)
- *Gulfshore Life* Magazine has recognized the RFL of Naples as the **best charity fundraising event** and is one of the top 10 charity events in Naples by *n magazine*
- In 2008 alone, **The RFL of Naples raised close to \$700,000** to support research, education, advocacy and service. All together the state of Florida raises over \$21 million. *Some examples of how were making a difference in Naples:*
 - Local cancer patients and their families received 5,675 services through our patient services and programs
 - 103 patients from our community received 2,514 transportation services to and from treatment
 - 43 patients from our area received free lodging at one of Florida's Hope Lodges while undergoing treatment
 - 28 local children and families received support through our Reaching Out to Cancer Kids program. 21 kids from our area enjoyed a camp experience through R.O.C.K. Camp in partnership with Camp Boggy Creek.
- Over 100,000 Floridians in 2008 will be affected by cancer in 2008. The Naples Relay For Life of 2008 brought **500 survivors** together to honor and celebrate them.
- **Past Local Sponsors include:**

Naples Community Hospital Healthcare System	Health Management Associates, Inc.
Physicians Regional Healthcare System	21 st Century Oncology
The Lutgert Companies	Cardillo, Keith & Bonaquist, PA
Pulte Homes/DiVosta Homes/Del Webb	Moorings Park
Gulfshore Insurance, Inc.	Merrill Lynch
Naples Diagnostic Imaging Center, Ltd.	Barron Collier Companies
Suncoast Schools Federal Credit Union	Naples Surgical Associates, PA

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n Magazine
Explorenaples.com
- abba's

Naples Daily News
Beasley Broadcasting
Subway



\$25,000 – “Sporting For A Cure” Title Sponsor 2009 Relay For Life of Naples Theme Category Exclusive Sponsorship

Become the premier sponsor of Relay For Life of Naples and help make a difference in our community! All event promotional materials will read American Cancer Society’s Relay For Life of Naples “Presented by...your company name/logo.

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world’s largest voluntary health organization devoted to fighting cancer and Florida’s #1 Relay For Life!
- Company recognized as **Title sponsor in media press releases**
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for up to **4 teams** (teams are required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society’s RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 3 issues of newsletter and picture of CEO in first Naples RFL newsletter
- Full page advertisement in event program
- Company name on appreciation board at event
- Company banner (provided by sponsor) displayed in 4 locations at RFL event including on stage
- American Cancer Society custom banner made for “Sporting For A Cure - Title Sponsor” and displayed at Event
- Prominent Logo recognition on back of team participant shirts and sleeve
- **Two 20 x 20 team tents** provided on “Sponsor Row” and Two complimentary team sites (for a total of four sites)
- Logo on Event Kickoff invitation

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- Product sampling (approved by ACS) at Event Kickoff, in survivor goody bags at pre-event reception and at RFL
- American Cancer Society staff and volunteers will assist you with recruiting teams, registering survivors at your company, hosting an internal company kickoff and providing cancer education to your employees
- Opportunity for a representative to speak at Event Kickoff, Relay For Life and Wrap-up Party



\$20,000 – “Naples Fights Back” Silver Sponsor

As the “Naples Fights Back” Sponsor, you are guaranteed prominent exposure and several of the event’s top amenities. Each year an estimated 6,513 people in our area and 100,000 people across Florida will be diagnosed with cancer. Help Naples Fight Back!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world’s largest voluntary health organization devoted to fighting cancer and Florida’s #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for up to **three teams** (teams are required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society’s RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 3 issues of newsletter
- **½ page advertisement** in event program book
- Company name on appreciation board at event
- Company banner (provided by sponsor) displayed in **3 locations** at RFL event
- American Cancer Society custom banner made for “Naples Fights Back” sponsor and displayed at Event
- Prominent logo recognition on back of team participant shirts
- One 20 x 20 team tent provided on “Sponsor Row” and Two complimentary team sites
- Logo on Event Kickoff invitation

- Product sampling (approved by ACS) in survivor goody bags at pre-event reception and at RFL
- American Cancer Society staff and volunteers will assist you with recruiting teams, registering survivors at your company and providing cancer education to your employees



\$15,000 – “Power of Relay” Diamond Sponsor
SOLD – Health Management Associates, Inc. /
Physicians Regional Healthcare System

As the “Power of Relay” Sponsor, you are guaranteed widespread exposure and will receive many great amenities. Become part of the three million participants each year involved in Relay For Life.

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world’s largest voluntary health organization devoted to fighting cancer and Florida’s #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for up to **three teams** (teams are required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society’s RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in **3 issues** of newsletter
- **¼ page advertisement** in event program

- Company name on appreciation board at event
- Company banner (provided by sponsor) displayed in **3 locations** at RFL event and Logo displayed on ACS event banner made exclusively for you
- American Cancer Society custom banner made for “Power of Relay” sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One **20 x 20 team tent** provided on “Sponsor Row” and Two complimentary team sites
- Logo on Event Kickoff invitation
- Product sampling (approved by ACS) in survivor goody bags at pre-event reception



~~\$10,000 – “Survivorship” Platinum Sponsor~~

SOLD – Moorings Park

Category Exclusive Sponsorship

Survivors are a shining example of Hope Success and the reason we celebrate at Relay. We want to celebrate their successes in the fight against cancer!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world’s largest voluntary health organization devoted to fighting cancer and Florida’s #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for up to **Two teams** (teams are required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society’s RFL of Naples event website

- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in **3 issues** of newsletter
- Listing in event program book and appreciation board at event
- Company banner (provided by sponsor) displayed in **2 locations** at RFL event
- American Cancer Society custom banner made for “Survivorship” sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One **20 x 20 team tent** provided on “Sponsor Row” and One complimentary team site
- Logo on Survivor Celebration Kickoff invitation & program
- Company banner (provided by sponsor) displayed at Survivor Celebration Reception



\$10,000 – “Caregiver” Platinum Sponsor Category Exclusive Sponsorship

Caregivers give survivors the strength and courage to battle cancer. At Relay we want to acknowledge and thank them for all their hard work!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world’s largest voluntary health organization devoted to fighting cancer and Florida’s #1 Relay For Life!
- Company mentioned in promotional spots

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- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for up to **Two teams** (teams are required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in **3 issues** of newsletter
- Listing in event program book and appreciation board at event
- Company banner (provided by sponsor) displayed in **2 locations** at RFL event
- American Cancer Society custom banner made for "Caregiver" sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One **20 x 20** team tent provided on "Sponsor Row" and One complimentary team site
- Logo on Survivor Celebration Kickoff invitation & program
- Company banner (provided by sponsor) displayed at Survivor Celebration Reception



~~\$7,500~~ — **“Luminaria” Gold Sponsor**
SOLD – Cardillo, Keith & Bonaquist, PA
Category Exclusive Sponsorship

Survivors and those who lost their cancer battle are honored at this one-of-a-kind ceremony. Paper bags bearing the names of loved ones line the track and are lit at

dusk. This moving, memorable portion of the event is often the most powerful time of the entire Relay For Life event.

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world's largest voluntary health organization devoted to fighting cancer and Florida's #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for one team (team is required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in **3 issues** of newsletter
- Listing in event program book and appreciation board at event
- Company Banner (provided by sponsor) displayed at Luminaria tent
- American Cancer Society custom banner made for "Luminaria" sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One 10 x 10 team tent provided on "Sponsor Row" and One complimentary team site
- Logo on Event Kickoff invitation
- Company name and Logo highlighted on all luminaria bags used at event and print/sale material



\$5,000 – “Entertainment” Silver Sponsor
SOLD – Naples Diagnostic Imaging Center
SOLD – Naples Community Hospital

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Help to provide the support needed for the sound equipment used at Relay to help everyone moving and informed!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world's largest voluntary health organization devoted to fighting cancer and Florida's #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for one team (team is required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 2 issues of newsletter
- Listing in event program book and appreciation board at event
- Company Banner (provided by sponsor) displayed at Relay
- American Cancer Society custom banner made for "Entertainment" sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One 10 x 10 team tent provided on "Sponsor Row" and One complimentary team site



\$5,000 – “Activities/Games” Silver Sponsor
SOLD - Gulfshore Insurance, Inc.

Provide the support needed for the supplies and equipment needed to keep our children and teens having fun at Relay!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world's largest voluntary health organization devoted to fighting cancer and Florida's #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for one team (team is required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 2 issues of newsletter
- Listing in event program book and appreciation board at event
- Company Banner (provided by sponsor) displayed at highly visible Activity tent
- American Cancer Society custom banner made for "Activities/Games" sponsor and displayed at Event
- Logo recognition on back of team participant shirts
- One 10 x 10 team tent provided on "Sponsor Row" and One complimentary team site
- Themed Lap signs with company name and logo, will be displayed each hour during the night



\$2,500 – “Hospitality Tent” Sponsor

SOLD – Pulte Homes/Divosta Homes/Del Webb

The hospitality tent is located in the middle of the field by the stage where survivors and participants can stay cool while enjoying Relay.

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world's largest voluntary health organization devoted to fighting cancer and Florida's #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for one team (team is required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 2 issues of newsletter
- Listing in event program book and appreciation board at event
- Company Banner (provided by sponsor) displayed at highly visible Hospitality tent
- American Cancer Society custom banner made for "Hospitality Tent" sponsor and displayed at Event

\$1,500 – “Command Central Tent” Sponsor

SOLD – Cummings & Lockwood LLC

The command central has one purpose – to answer any question you may have! The tent which is centrally located helps register teams, provides first aid and let's participants know what time the pie eating contest is!

You will receive the following amenities:

- Visible partnership with the American Cancer Society, the world's largest voluntary health organization devoted to fighting cancer and Florida's #1 Relay For Life!
- Company mentioned in promotional spots
- Logo recognition on event materials including posters, brochures, newsletters, program book and other event printed material
- Team commitment fee waived for one team (team is required to raise a minimum of \$2,000 per team toward team goal)
- Logo on the American Cancer Society's RFL of Naples event website
- Logo recognition in slideshow at Event Kickoff, Relay For Life and Wrap-up Party
- Verbal recognition at Event Kickoff, Survivor Celebration Reception, Relay For Life and Wrap up Party
- Listing in 2 issues of newsletter
- Listing in event program book and appreciation board at event
- Company Banner (provided by sponsor) displayed at highly visible Command Central tent



\$1,000 – “Relay Supporting” Sponsors

Six Exclusive Opportunities - Choose from one of the following opportunities, plus you will receive the following amenities:

- Company Recognition at Wrap-up Party
- Listing in Program Book
- Listing in 2 issues of newsletter
- Company name on the appreciation board at the event

~~Trash Can Sponsor – Company name on trash cans at Relay~~

SOLD – iwannahelp.net

~~Wrap-up Celebration – Company name on the invitations to the Wrap up Party~~

~~Team Captain Gifts – Company name on team captain gift bags~~

SOLD – [Salvatori and Wood, P.L.](#)

~~Event Program Sponsor – Company name and logo displayed on back of event programs~~

~~Committee Shirt Sponsor – Company name displayed on Relay For Life committee member shirts~~

~~Golf Cart Sponsor – Company name displayed on each golf cart at Relay~~



\$500 – “Team Supporting” Sponsors

Four Exclusive Opportunities – Our teams are the heart and soul of Relay For Life. Choose from one of the following opportunities, plus you will receive the below amenities:

- Listing in Program Book
- Company Name on the appreciation board at the event

Disposable Cameras for Teams to be used at Event – Company name displayed on camera and included in team captain bag

Sunscreen for Teams to be used at Event – Company name displayed on sunscreen and included in team captain bag

Team Spirit Sticks to be used at Event – Company name displayed on team spirit sticks and to be used throughout the entire Relay.

Flashlights for Teams to be used at Event – Company name displayed on flashlights and included in team captain bag



American Cancer Society
Relay For Life of Naples
April 17th and 18th, 2009

2009 SPONSORSHIP COMMITMENT FORM

My company would like to join the fight against cancer and sponsor the American Cancer Society Relay For Life of Naples at the following level:

- ___ Sporting For A Cure Title Sponsor - \$25,000
Category Exclusive
___ Naples Fights Back Silver Sponsor - \$20,000
___ Power of Relay Diamond Sponsor - \$15,000 SOLD
___ Survivorship Platinum Sponsor - \$10,000 SOLD
Category Exclusive
___ Caregiver Platinum Sponsor - \$10,000
Category Exclusive
___ Luminaria Gold Sponsor - \$7,500 SOLD
Category Exclusive
___ Entertainment Silver Sponsor - \$5,000 SOLD
___ Activities/Games Silver Sponsor - \$5,000 SOLD
___ Hospitality Tent Sponsor - \$2,500 SOLD
___ Command Central Tent Sponsor - \$1,500 SOLD

- Relay Supporting Sponsors - \$1,000
___ Trash Can Sponsor SOLD
___ Wrap-up Celebration Sponsor
___ Team Captain Gifts Sponsor SOLD
___ Event Program Sponsor
___ Committee Shirt Sponsor
___ Golf Cart Sponsor
Team Supporting Sponsors - \$500
___ Camera Sponsor
___ Sunscreen Sponsor
___ Spirit Stick Sponsor
___ Flashlight Sponsor

___ In Kind Contribution (please describe) _____

To help us achieve our goal of ensuring maximum exposure for your company, we request that you return this form as soon as possible in the self addressed stamped envelope. Upon receipt of the sponsorship commitment form, your American Cancer Society representative will contact you to gather necessary logos and provide you with event information.

Company/Organization: _____

Company Representative: _____

Mailing Address: _____

City, State & Zip Code: _____

Phone: _____ Fax: _____

E-Mail Address: _____

Please make check payable to: American Cancer Society

Amount Enclosed: \$ _____

____ Check here for us to contact you about invoicing and/or payment by credit card

Mail to: American Cancer Society Collier Unit
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Attention: Relay For Life of Naples
FAX: 239.649.5571

For more information or questions contact us at 239.261.0337

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