



**Making Strides Against Breast Cancer –
Green Bay – October 18, 2014**



About the American Cancer Society

At the American Cancer Society we are creating a world with more birthdays – where cancer never steals another year from anyone’s life. We combine our never-ending passion with the wisdom of a century of experience to make this vision a reality, and **we get results**.

With **96 percent brand recognition**, the American Cancer Society continues to be one of the best known and most respected health charities.

Every 30 seconds someone calls the American Cancer Society. Our trained Cancer Information Specialists are available 24 hours a day, seven days a week to help people stay well and get well. And they serve callers in 90 languages. Breast cancer is the number one reason people call us.

The American Cancer Society is a **trusted resource for the more than 23 million people who visit cancer.org each year**. Our Web site offers access to the latest information and news on cancer and helps people locate programs and services in their area.

The American Cancer Society works to find cures for all types of cancer and has distributed more than **\$3.8 billion to researchers since 1946**. Forty-six of these researchers have gone on to win the Nobel Prize, medicine’s highest accolade.

Your American Cancer Society is Making a Difference for those with Breast Cancer!

Breast cancer is the **most frequently diagnosed non-skin cancer in women**, and the second leading cause of cancer deaths in women after lung cancer. It is the leading cause of cancer deaths in Hispanic women. In 2014, **nearly 235,000 people are expected to be diagnosed with breast cancer**.

The five-year relative survival rate for females with breast cancer has improved from **63% in the early 1960’s to 90% today**. Breast cancer death rates have declined 32% since 1990.

The chance of a woman having invasive breast cancer sometime in her life is about one in eight. More than 2.5 million people living in the United States have been diagnosed with and treated for breast cancer.

One in every 2 women newly diagnosed with breast cancer reaches out to the American Cancer Society for help and support. We are in every community **providing free information and services to everyone affected by cancer**, when and where people need it. We’re here for mothers or sisters who are losing their hair because of chemo, friends who need a ride to treatment, or loved ones who need a place to stay while in treatment far from home. We continue to play a pivotal role in helping women through the breast cancer journey, by **connecting a newly diagnosed breast cancer patient with a survivor**.

The American Cancer Society **invests more in breast cancer research than any other cancer type**. There are currently 234 active research grants related to breast cancer totaling \$81.5 million. The American Cancer Society has played a role in nearly every major breast cancer research breakthrough in recent history.

What is Making Strides Against Breast Cancer?

Making Strides Against Breast Cancer is more than just the name of a walk. It describes the progress we're making together to save lives and create a world with more birthdays.

Each year our walks are held nationwide to celebrate those who have battled breast cancer, educate the community about ways to reduce the risk, and empower communities to join the fight. Since 1993, more than nine million walkers across the country have raised more than \$528 million through Making Strides Against Breast Cancer – funding breakthrough breast cancer research and helping people stay well, get well, find cures, and fight back.

Here in Green Bay, Making Strides Against Breast Cancer has been taking place since 2009. Each year more and more people come out to support the efforts of the American Cancer Society and join our cause. In 2013, more than 1200 supporters began their walk at Ashwaubenon High School and helped to raise nearly \$130,000.

Our event is an empowering experience that attracts participants who are committed to taking an active role in creating a cancer-free world. Our passionate supporters are an important audience for your company, and our event offers a valuable opportunity to reach them and let the community know that you, too, are committed to eliminating breast cancer.

Sponsorship Opportunities

The American Cancer Society knows that the fight against breast cancer cannot be tackled alone. That's why we work with the numerous breast cancer organizations, healthcare facilities, nonprofit groups, government institutions, and corporate sponsors to help achieve the common goal of eliminating breast cancer as a life-threatening disease. And that's why we want to work with you!

By supporting the Society through Making Strides Against Breast Cancer, you are sending the message that you care about the well-being of your community and that you are committed to saving lives.

2013 Sponsors

- KI
- Kohl's
- Intercept with Tramon Williams
- Aurora BayCare Medical Center
- Bellin Health
- Green Bay Oncology
- Pioneer Credit Union

Flagship Sponsor

For your commitment of \$10,000 and 100 registered walkers, you will receive the following benefits:

- Will have a co-branded sponsor sign at the Breakfast. (Provided by ACS)
- Will be recognized as the Flagship Sponsor in the media alert about the Breakfast.
- Will have one (1) reserved table at the MSABC Breakfast
- Your corporate name listed on the Making Strides Against Breast Cancer Web site, offering direct marketing to more than 1200 participants, business partners, and the thousands of people who access our Web site weekly.
- Logo will be included in alphabetical order on MSABC event walkpapers and posters.
- Logo will be printed on the back of all MSABC event T-shirts in alphabetical order.
- Will be recognized as a Flagship Sponsor during the MSABC event program and invited to have a representative speak at the event to highlight companies' commitment to the fight to end breast cancer.
- Will be provided a highly visible space at event location for your team participants to gather prior to the walk.
- Will be recognized as a Flagship Sponsor in all public relations media efforts promoting the MSABC event including television, print, radio, and social media
- A co-branded Flagship Sponsor sign at MSABC event (Provided by ACS)
- Your company name and trademark seen in partnership with America's most trusted source for cancer information, and the largest one-day breast cancer walk in the country

Mile Marker Sponsor

For your commitment of \$5000, you will receive the following benefits:

- Logo visibility on the official Mile Marker sponsor sign on the walk day (Provided by ACS)
- Opportunity for your company to provide a cheer section throughout your sponsored section of the route or signage provided by your company may be included in addition to mile marker sign.
- Your corporate name listed on the Making Strides Against Breast Cancer Web site, offering direct marketing to more than 1200 participants, business partners, and the thousands of people who access our Web site weekly.
- Announcement recognizing your commitment, made throughout the stage program at the event
- Your company name and trademark seen in partnership with America's most trusted source for cancer information, and the largest one-day breast cancer walk in the country

Pink Ribbon Sponsor

For your commitment for \$2,500, you will receive the following benefits:

- Your corporate logo placed on a 5' pink ribbon prominently placed at the front of the stage for more than 1200 walkers to see on walk day
- Your corporate name listed on the Making Strides Against Breast Cancer Web site, offering direct marketing to more than 1200 participants, business partners, and the thousands of people who access our Web site weekly.
- Announcement recognizing your commitment, made throughout the stage program at the event
- Your company name and trademark seen in partnership with America's most trusted source for cancer information, and the largest one-day breast cancer walk in the country



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Please select a sponsor level and complete the section below to authorize the sponsorship agreement.

- | | |
|--|----------|
| <input type="checkbox"/> Flagship Sponsor | \$10,000 |
| <input type="checkbox"/> Mile Marker Sponsor | \$5,000 |
| <input type="checkbox"/> Pink Ribbon | \$2,500 |

Sponsor Name: _____

Address: City/ State/ Zip: _____

Contact Person: _____

Email: _____ Phone: _____

On Behalf of _____ I authorize funds for the 2014 American Cancer Society Making Strides Against Breast Cancer of Green Bay for the sponsor category selected above.

Please provide your company logo electronically in EPS (adobe Illustrator, PC-compatible, with outlined fonts) file format as both black/white and color versions. Please note this is the only file format that can be accepted for inclusion on print materials. The logo submission deadline is **May 1, 2014**

Signature: _____ Date: _____