



Make strides to end breast cancer.

Sunday, October 21, 2012

Point Pleasant Beach, New Jersey

Sponsorship Proposal

1.800.227.2345
cancer.org/stridesonline





Our Mission

At the American Cancer Society, we're working to create 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 nearly a century of experience to make this vision a reality, and we get results.

Together with our millions of supporters, we save lives by helping people stay well, helping people get well, by finding cures, and by fighting back against a disease that has taken far too much from too many. Thanks in part to this work, more than 12 million cancer survivors in America, including 2.5 million breast cancer survivors, will celebrate a birthday this year.





Fast Facts about the American Cancer Society

With **96 percent brand recognition**, the American Cancer Society continues to be one of the best-known and most respected health charities. We are also the most trusted source for cancer information (Harris Interactive, 2008).

Every day, about 2,100 people call 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 170 languages. Breast cancer is the number one reason people call us.

The American Cancer Society is a trusted resource for more than **25 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 **\$3.5 billion** to researchers since 1946. Forty-six of these researchers have gone on to win the Nobel Prize, medicine's highest accolade (as of March 2012).

The American Cancer Society currently invests **more in breast cancer research** than any other cancer type, and many of the basic cancer research projects the Society funds have potential benefits for breast cancer.





Breast Cancer Today

- ♀ Breast cancer affects everyone. It is the **most common cancer** (other than skin cancer) among women in the United States.
- ♀ In 2010, **more than 207,090 women** were diagnosed with invasive breast cancer and nearly 40,000 women died from the disease.
- ♀ The chance of a woman having invasive breast cancer sometime in her life is about **one in eight**.
- ♀ If caught early, the breast cancer survival rate is **98 percent**. If diagnosed late, the survival rate drops to 23 percent.
- ♀ There are about **2.5 million breast cancer survivors** living in the United States today who will celebrate another birthday this year thanks in part to the important work we are doing together to save lives.



The Event

The American Cancer Society Making Strides Against Breast Cancer is a powerful and inspiring event that unites communities to celebrate people who have battled breast cancer, raise awareness about the steps we can take to help prevent the disease, and raise money to find cures and support programs and services for those facing the disease.

Making Strides 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 less breast cancer and more birthdays.

Since 1993, nearly seven million walkers across the country have raised more than \$400 million through Making Strides, helping people everywhere stay well, get well, find cures, and fight back. In 2011 alone, nearly 800,000 walkers across the country collected more than \$60 million to help fight breast cancer. Right here in Point Pleasant Beach, over 17,000 + passionate supporters raising some \$1.1 million dollars for the programs and services in Monmouth and Ocean county, making the event a valuable opportunity for your company to reach this active and important audience.



Why Collaborate with the American Cancer Society to Fight Breast Cancer?

The American Cancer Society knows that the fight against breast cancer cannot be tackled alone. That's why we work with numerous breast cancer organizations, health care facilities, nonprofit organizations, 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, you are sending a message that you care about the well-being of your community and that you are committed to saving lives from breast cancer.

"It's clear that Making Strides Against Breast Cancer is a perfect fit for us. Almost every owner or member has been affected by breast cancer. We have no business if it's not for women. We want to communicate and live up to our mission of strengthening women and participating in Making Strides allows us to do that. We are in this because it's an important way to give back to women and the community."

– Mike Raymond, President
Curves International, Inc.

"Weight Watchers and The American Cancer Society have similar missions: to help people live healthier, longer lives by taking care of themselves, by eating healthier and by moving more. These are two companies that give the support, the encouragement and the motivation for you to be the best you can be. As a breast cancer survivor, there is one quote that resonates within me-- "You might not remember what a person says or what a person does, but you will always remember how they make you feel."--this is what Weight Watchers and ACS are all about. This is why we walk.....It makes us feel good!"

– Elaine Abramczyk, Territory Manager
Weight Watchers



What is a Flagship Sponsor?

Making Strides Against Breast Cancer Flagship is made up of corporate teams – consisting of employees, their families and friends, forming teams of 100+ – take part in the event by raising pledges; walking side by side and the company supports the employee team with a monetary contribution.

Benefits of Being a Flagship

Corporate Leadership

- ♀ In the issue of breast cancer with the nation's leading health charity.
- ♀ Making a difference with employees and customers with a disease that is pervasive.

Corporate Marketing

- ♀ Widespread brand recognition in all Making Strides Against Breast Cancer promotional materials and the event that reaches thousands of consumers.
- ♀ Ability to distribute co-branded American Cancer Society corporate item at the event.

Corporate Networking

- ♀ Position your company as a leader in front of more than 600 companies and businesses at the Corporate Kick-off Breakfast on August 21, 2012 at Monmouth University Multipurpose Activity Center, West Long Branch New Jersey.
- ♀ Have the opportunity to set up a table in the event to feature your involvement and connect with the breakfast guests. It's a great opportunity to connect with our breakfast participants.

Corporate Spirit

- ♀ Rally employees around a worthwhile cause in a family friendly environment

Your Commitment as a Flagship Sponsor

- ♀ Recruit a team of registered walkers with a goal of 100 participants, including employees, family, and friends.
- ♀ Designate a Team Leader to facilitate recruitment and fundraising efforts, partnership with a staff member of the American Cancer Society.
- ♀ Provide nominal cash contribution of \$7,500. Your donation not only demonstrates your organization's commitment, but also supports the team and its fundraising efforts.
- ♀ Allow the American Cancer Society the right to review and approve the use of our name and logo in any all advertising, PR and promotional campaigns.
- ♀ Feature a link to Making Strides Online website on intranet and or website.
- ♀ Conduct a Making Strides themed promotion in October 2012. Promotional efforts to include: selling Pink Ribbon cutouts to customers/employees, prominently displaying Making Strides posters and point-of-purchase holders with brochures, etc.



2012 Sponsorship Levels

\$7,500– FLAGSHIP SPONSOR + 100 Walker Commitment

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ One Flagship sponsor canopy-tent with signage, erected on the event site. This tent can be used as a meeting place for your team, and will give added exposure to your company on the day of the event.
- ✧ Company Logo Placement on primary banners at the event
- ✧ Company Logo & tag line on all collateral material including all event brochures and posters
- ✧ Speaking opportunity on the day of the walk
- ✧ Tabling opportunity at the Corporate Kickoff Breakfast in August and ten (10) reserved seats at the kickoff breakfast
- ✧ Your company will be highlighted in a video presentation during the program at the Corporate Kickoff Breakfast in August
- ✧ Recognition at the event by the Making Strides emcee
- ✧ Recognition on select correspondence and press releases related to the event
- ✧ One Ribbon of Hope sign including company logo displayed along event walk route
- ✧ Your company name & tag line on Making Strides website, offering direct marketing to more than 17,000 participants and business partners
- ✧ An American Cancer Society staff person to act as a resource to help with your company recruitment and special team activities
- ✧ Opportunity to purchase event t-shirts with the *Making Strides Against Breast Cancer* logo on the front and company logo on the back.

\$20,000 – CORPORATE CHAMPION SPONSOR

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo placement on primary banners at the event
- ✧ Company logo & tag line on all collateral material including all event brochures & posters
- ✧ Tabling opportunity at the Corporate Kickoff Breakfast on August 21, 2012 and four (4) reserved seats at the kickoff breakfast
- ✧ Recognition on signage & slide show at the Breakfast
- ✧ Recognition at the event by the Making Strides emcee
- ✧ Recognition on select correspondence and press releases related to the event
- ✧ Your company name & tag line on Making Strides website, offering direct marketing to more than 17,000 participants and business partners
- ✧ One Ribbon of Hope sign including company logo displayed along event walk route
- ✧ Opportunity to purchase event t-shirts with the *Making Strides Against Breast Cancer* logo on the front and company logo on the back.



2012 Sponsorship Levels Cont...

\$6,000 – CORPORATE KICKOFF BREAKFAST PRIMARY SPONSOR

The purpose of the breakfast is to create awareness of the walk, recruit team leaders and solicit walkers

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company name & tag line on over 4,000 Corporate Kickoff Breakfast invitations and logo placement online breakfast communication
- ✧ Tabling opportunity at the Corporate Kickoff Breakfast on August 21, 2012
- ✧ Company logo placement on banners at the Breakfast
- ✧ Tabletop tents with your company logo placed throughout the Breakfast
- ✧ Recognition on screen and by the emcee at the Breakfast
- ✧ Four (4) reserved seats at the Breakfast

\$2,500 – CORPORATE KICKOFF BREAKFAST SECONDARY SPONSOR

The purpose of the breakfast is to create awareness of the walk, recruit team leaders and solicit walkers

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo placement on primary banners at the Breakfast
- ✧ Tabletop tents with your company logo placed throughout the Breakfast
- ✧ Recognition on screen and by the breakfast emcee at the Breakfast
- ✧ Four (4) reserved seats at the Breakfast

\$5,000 – DAY-OF-EVENT VOLUNTEER TENT & T-SHIRT SPONSOR- *SOLD to Wegman's*

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Recognition at the event by the Making Strides emcee
- ✧ Company logo placement on a banner provided by your company to hang inside the volunteer tent
- ✧ Company logo will be placed on the sleeves of approximately 600 Volunteer t-shirts
- ✧ Company volunteers to welcome walkers at the event

\$5,000 – DAY-OF-EVENT SURVIVOR SPONSOR

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo and tag line on survivor tent banner
- ✧ Company logo on over 3,000 survivor invitations
- ✧ One six-foot table to display company materials
- ✧ Distribution of a flyer or business card to walk ups to the tent about your company
- ✧ Day-of-Event recognition by Making Strides emcee to over 17,000 participants



2012 Sponsorship Levels Cont...

\$4,000 – DAY-OF-EVENT BOARDWALK SPONSOR

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo and tag line 5 Boardwalk Sponsor Track signs
- ✧ Company logo on the walk route map
- ✧ Company name included on the logistics email correspondence with team leaders
- ✧ Day-of-Event recognition by Making Strides emcee to over 17,000 participants

\$4,000 EACH– DAY-OF-EVENT STARTING LINE OR FINISH LINE SPONSOR

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo on Starting/ Line Flags
- ✧ Company logo on the walk route map
- ✧ Day-of-Event recognition by Making Strides emcee to over 17,000 participants

\$3,500 – DAY-OF-EVENT LEVEL 1 TENT SPONSOR

(Includes, Refreshment, Strides Shop or Breast Health Tent- SOLD to AMI, Registration- SOLD to Metrovation)

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo and tag line on tent banner
- ✧ One six-foot table to display company materials
- ✧ Distribution of a flyer or business card to walk ups to the tent about your company
- ✧ Day-of-Event recognition by Making Strides emcee to over 17,000 participants

\$2,500– DAY-OF-EVENT LEVEL 2 TENT SPONSOR

(Includes Pacesetter, Stage and Sound, or Society Central)

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company logo and tag line on day-of-event tent banner
- ✧ Day-of-Event recognition by Making Strides emcee to over 17,000 participants

\$750– DAY-OF-EVENT PINK RIBBON OF HOPE SPONSOR

- ✧ Visibility as a community leader in the fight against breast cancer
- ✧ Company Logo Placement on one four-foot Ribbon of Hope sign placed on the walk route at the event



2012 Sponsorship Levels Cont...

Sponsorship Options *(please check)*:

- \$7,500** – Flagship Sponsorship
- \$6,000** – Kickoff Breakfast Primary Sponsor
- \$5,000** – **SOLD** Volunteer Sponsor - Day of Event
- \$4,000** – Boardwalk- Day of Event
- \$3,500** – Level 1 Tent Sponsor – Day of Event
- \$750** – Pink Ribbon of Hope – Day of Event
- \$20,000** – Corporate Champion Sponsorship
- \$2,500** – Kickoff Breakfast Secondary Sponsor
- \$5,000** – Survivor Sponsor - Day of Event
- \$4,000** – Starting/ Finish Line Sponsor- Day of Event
- \$2,500** – Level 2 Tent Sponsor – Day of Event

Total: \$ _____

Tent Name: _____

Company: _____

Contact: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

Flagship Sponsorship Contract and Logo due by April 15, 2012
Breakfast Sponsorship Contract due by May 1, 2012
Day of Event Sponsorship Contract and logo
submission due October 15, 2012

American Cancer Society
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