



AMERICAN CANCER SOCIETY RELAY FOR LIFE

Celebrate.

Remember.

Fight Back.

Dear Community Member,

The American Cancer Society Relay For Life of Central Bucks Middle Schools has grown to be one of the most successful youth fundraisers for the American Cancer Society in our nation. Since 2004, our five middle schools have raised over 3.5 million dollars in the fight against cancer. Our fundraising efforts in 2011, 2012, 2013, 2014, 2015, and 2016 earned us consecutive top-five rankings in the country among Youth Relay events. These are amazing numbers, especially when you take into account that nearly all of this money was raised by individuals who are not yet old enough to drive.

As we begin preparations to host our 14th Relay and celebrate the accomplishments of the American Cancer Society, I am thankful for the generous support that our event receives from the business community. The ways that your business can help our students in the fight against cancer vary greatly, and every one of them is important to the success of our event.

The next page of this document provides for you the details of many different tax-deductible opportunities that are available for our sponsors. Last year's event attendance was over 5,100 individuals; we can be certain that a large portion of our community will recognize and appreciate your help with this important cause. If you are looking for a bigger Relay to be a part of, there is none: we are the highest-attended one in Pennsylvania for eight years running.

The help that you provide can take the form of a monetary donation or an in-kind donation of products or services. Monetary donations help us to finance the cost of hosting so many dedicated people at the event: shuttle bus services, bathroom facilities, tent rentals, entertainment, food, and security. The more support we receive from our sponsors, the more able we are to direct all of our student's donations directly to the fight against cancer.

Thank you for your consideration in helping our students, and thank you for all that you do for the American Cancer Society and Central Bucks students.

Sincerely,
Bill Senavaitis
wsenavaitis@cbsd.org



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Sponsorship Levels (monetary and in-kind values)

Partner (\$1,000 and up)

- ✓ Option to set up 10' by 10' canopy display at Relay from 9am–7 pm*
- ✓ Large text business name on all 3,200 event t-shirts
- ✓ 4' by 10' banner displayed at event*
- ✓ Hourly announcements throughout the event
- ✓ Relay fundraising website recognition
- ✓ Ability to provide business information or coupons to all 500 survivors/caregivers
- ✓ Recognition at chaperone meetings attended by over 3,000 parents

Premium (\$750—\$999)

- ✓ Medium text business name on all 3,200 event t-shirts
- ✓ 4' by 10' banner displayed at event*
- ✓ Bi-hourly announcements throughout the event
- ✓ Relay fundraising website recognition
- ✓ Ability to provide business information or coupons to all 500 survivors/caregivers
- ✓ Recognition at chaperone meetings attended by over 3,000 parents

Star (\$500—\$749)

- ✓ Medium text business name on all 3,200 event t-shirts
- ✓ 4' by 4' banner displayed at event*
- ✓ 4 announcements throughout the event
- ✓ Relay fundraising website recognition

Friend (\$250-\$499)

- ✓ Small text business name on all 3,200 event t-shirts
- ✓ 2 announcements throughout the event
- ✓ Relay fundraising website recognition

For inclusion on the event shirt, donations must be received by April 12, 2017.

To inquire about sponsorship opportunities, please contact Bill Senavaitis at wseनावaitis@cbsd.org or 267-893-3300.

** No political or religious displays. No selling of products. Informational display only, please. Banners must be supplied by donor and dropped off at Tohickon the Monday before Relay. All businesses represented at Relay For Life must be consistent with the mission of the American Cancer Society and the Central Bucks School District.*



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Name of sponsor as it should appear on t-shirts and website:

Contact person: _____ Telephone # _____

E-mail address: _____

Please indicate the dollar amount of your support or the value of your in-kind donation:

Partner (\$1,000 and up)

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- ✓ Premium large text business name on all 3,200 event t-shirts
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- ✓ Hourly announcements throughout the event
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*** Please attach the text of your 30 second advertisement to be announced at Relay at the increments listed above

For inclusion on the event shirt, donations must be received by April 12, 2017. Completed forms can be faxed to Tohickon Middle School (267.893.5819) or sent via the postal service: 5051 Old Easton Road Doylestown, PA 18902

The donor agrees to refrain from political and religious displays. The donor will not sell products at the event and provide, if part of their sponsorship level, an informational display only. Banners must be supplied by donor and dropped off at Tohickon by the Monday prior to the event. The donor represented at Relay for Life and their display must be consistent with the mission of the American Cancer Society and the Central Bucks School District.

Donor Signature Date