



## 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 fundraisers for the American Cancer Society in the state of Pennsylvania. Since 2004, our five middle schools have raised over 1.7 million dollars in the fight against cancer, including \$331,000 last year. Our fundraising efforts in 2011 earned us a number two rank 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.

People across the country are taking note of the great things that our students are doing here. "How do you do it?" is a question that I am most frequently asked by people within the American Cancer Society, who are looking to use our model in different school settings in different states. There are a lot of ways to answer that question, but one of them certainly involves 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 rose to over 7,300 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 four 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](mailto: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\*
- ✓ Premium 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 (\$500—\$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 (\$250—\$499)

- ✓ 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 (\$100—\$249)

- ✓ 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 13, 2012.**

To inquire about sponsorship opportunities, please contact Bill Senavaitis at [wsenavaitis@cbsd.org](mailto:wsenavaitis@cbsd.org) or 267-893-3357.

*\* No political or religious displays. No selling of products. Informational display only, please. Banners must be supplied by donor and dropped off at Tohickon by May 11, 2012. 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:

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**For inclusion on the event shirt, donations must be received by April 13, 2012. 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 May 13, 2012. The donor represented at Relay for Life is consistent with the mission of the American Cancer Society and the Central Bucks School District.

\_\_\_\_\_  
Donor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Relay For Life Representative

\_\_\_\_\_  
Date