

Relay For Life Florida State University



Partnership Opportunities
2024-2025



Table of Contents

Title Page.....	1
Table of Contents.....	2
Why I Relay Testimonials.....	3
A Letter to You.....	4
Impact Report	5
It Takes a Team.....	6
Exclusive Year-Long Sponsorships	7
Partnership Levels at a Glance Chart.....	8
FSU Wears Pink Exclusive Partnerships.....	9
Giving Tuesday Exclusive Partnerships.....	10
Main Event Exclusive Partnerships.....	12
How to Become a Partner.....	13
2024-2025 Sponsorship Commitment Form.....	14





Why I Relay?

My family has been touched by cancer many times, feeling its effects in so many ways. However, I was always young enough that I did not truly recognize how much of a toll it can really take. It was not until just this year when my grandfather, who has been one of my biggest supporters my entire life, was diagnosed with stage four pancreatic cancer, that I truly realized how much of an impact it has. It affects not only those who have it, but all of those around them that love them as well. It has taught me the importance of the battle, all of the support and love that follows alongside the hours of treatment and pain. Most importantly, it has taught me never to take life and the love I have for granted. That's why I Relay. For the opportunity to work alongside those who are just as passionate about finding a cure as I am. For the chance to celebrate those who have fought and survived, remember those we've lost, and to offer up as much support as I can for those who, like my family, are battling the affects of cancer right now. I Relay for those I love, for those who cannot, and with the hope that one day we find a cure.

-Elise Dapper



As a young child, wrapping your mind around a parent's cancer diagnosis is not something you should have to do. The term "cancer" was foreign to me as a second grader, but the pain my father went through was something I became familiar with. My dad was diagnosed with a "mystery case" of cancer.

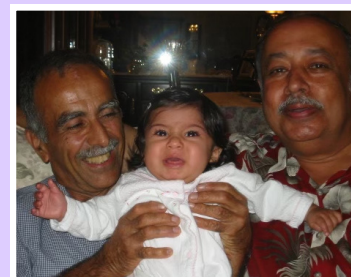
He had a large growth forming on the side of his neck, and it did so at quite a rapid pace. After numerous months of chemotherapy and radiation, I am blessed to say my dad defeated cancer. But my dad did not just beat cancer; he took those times of suffering and used them to grow. He is a big inspiration to me and has played a major role in who I am today, motivating me to one day provide speech and swallow rehab for those who have suffered from head and neck cancer. Research and resources funded by the American Cancer Society are the reason my dad is still here today, watching me grow up and work through college. Sadly, many families do not have this same outcome. I Relay so that the words "You are cancer free" become the norm and no more families are broken apart by this disease.

-Faith Collins



When I was in 8th grade, my grandpa passed away from colon cancer. Watching him battle the disease was incredibly difficult, and his passing left a lasting mark on my life. His strength and resilience, even in the face of such a devastating illness, inspired me to take action and contribute to the fight against cancer. Additionally, my other grandpa, my mom's father, also faced a cancer diagnosis. Thankfully, he survived cancer, showcasing incredible courage and determination. However, two years ago, we lost him as well. His journey, both his battle with cancer and his eventual passing, reinforced my desire to support cancer research and provide hope to those affected by this disease. Relay For Life offers me a way to honor both of my grandpas. It's a chance to remember their struggles, celebrate their lives, and contribute to a future where fewer families have to endure the pain of losing loved ones to cancer. Through participating in Relay For Life, I hope to raise awareness, fund research, and support those currently battling cancer. My grandpas' legacies drive me to keep fighting for a cure and supporting the community that has given me strength and hope.

-Meher Irani



A Letter to You

Dear friends,

We would like to extend to you an invitation to save lives by helping us support the American Cancer Society in the battle against cancer. This goal is only achievable with support from partners like you.

Our main event will occur April 12th, 2025 at the Florida State University Student Union from noon to midnight.

Please review this packet, as it contains valuable information regarding our different partnership levels and their benefits. If you have any questions, comments or are interested in creating a customized level, please reach out to us. We hope that you will consider partnering with us to benefit the most worthy of causes. The funds raised will help the American Cancer Society provide prevention, early detection programs, and services for cancer patients and their families in our local community, support the American Cancer Society's lifesaving research projects, and assist us with our advocacy efforts in the Legislative Districts of Florida.

We thank you for considering our request and look forward to partnering with you in our fight against cancer.

Until we find a cure,

Relay For Life at Florida State University Executive Committee



Relay For Life 2023 Impact Report



The American Cancer Society Relay For Life is the largest cancer walk in the nation. For nearly 40 years, communities across the world have come together to raise funds to help end cancer as we know it, for everyone – and we have no intention of ever slowing down. Funds raised through Relay For Life events directly support research, education, advocacy, and services for people with cancer and their families.

2023 by the Numbers

- Relay For Life events (US): **1,204 events**
- Relay For Life countries (*including the US*): **31**
- Relay For Life participants in the US: approximately **165,000**
- Relay For Life dollars raised in the US: **\$68 million**
- Dollars raised since 1985: **\$6.9 billion**

Thanks in Part to Funds Raised through Relay For Life

- More than **\$400 million** invested in multi-year **grants** at nearly 200 institutions
- **Free lodging provided at 32 Hope Lodge® communities** across the nation
- Approximately **300,000 calls and online chats** for support provided in 2022
- More than **305,000 free rides to treatment** provided through transportation grants in 2022

Breakthrough Research Made Possible by Your Support

- **Ryan Thomas, MD** - \$722,000 grant for pancreatic cancer, University of Florida
- **Mingyi Xie, PhD** - \$792,000 grant for colorectal cancer, University of Florida
- **Jatinder Lamba, PhD** - \$235,000 grant for pediatric leukemia, University of Florida
- **Verline Justilien, PhD** - \$792,000 grant for lung cancer, Mayo Clinic Jacksonville

For more info, contact: Carlye Collison
carlye.collison@cancer.org, 850-201-7878

RelayForLife.org | 1.800.227.2345

Ending cancer takes a team.

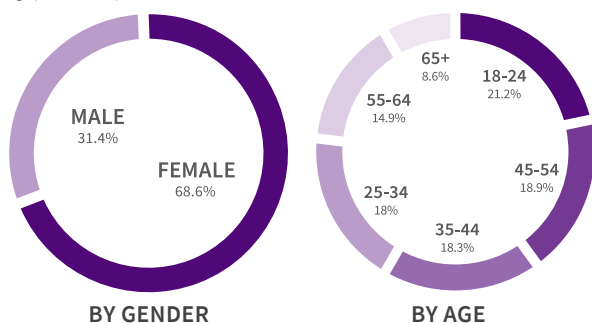


The American Cancer Society exists to improve the lives of cancer patients and their families. We are the only organization that integrates advocacy, discovery, and direct patient support which measurably improves lives.



Relay For Life participants across the US*

*percentage per total respondents

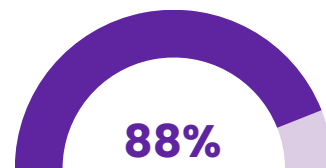


3.5 million lives saved since 1991.



One in Three

say they are more likely to purchase a product if it's partnered with the ACS brand.*



The American Cancer Society continues to be a **highly trusted** source for cancer information, with **88% aided brand awareness** among consumers.*

*American Cancer Society Market Research: 2019 Brand Tracker

Help save lives, and show your community how you provide employees and customers:

- A quality team-building experience
- A platform for volunteerism and philanthropy
- A commitment to their well-being

Benefits can include:

- Generating a more positive corporate image
- Improving customer loyalty
- Increasing sales potential

Being involved in Relay For Life events provides your employees, customers, and communities the opportunity to help us save lives from cancer. Join us today!





Relay For Life at FSU Exclusive Year-Long Sponsorships

Presenting Sponsor Benefits (Exclusive) - \$3,500

Naming rights on event website homepage: "Relay For Life of Florida State University, Presented by (Your Company)"

Sponsor logo included on standard event communication to all participants

Banner displaying company name "Presenting Sponsor"

Logo included in all thank you messages sent after the event to all monetary and in-kind sponsors

Dedicated lap for the company at Main Event

Platinum sponsorship level benefits included (see page 8)

Purple Chair Sponsor Benefits (Exclusive) - \$1,500

Company Logo on a Banner displayed on highly visible large purple chair at our Giving Tuesday event and Main Event

Verbal recognition as purple chair sponsor

Social media recognition as purple chair sponsor

Silver sponsorship level benefits included (see page 8)





Partnership Levels at a Glance

Partner Benefits	Platinum \$1,500	Gold \$1,000	Silver \$500	Bronze \$250
Sponsor logo featured on website and social medias	✓	Company Name on Website		
Sponsor logo featured on Main Event shirts	✓	✓	✓	✓
Verbal recognition/ speaking opportunity during Main Event opening and closing ceremonies	✓	✓		
Table at Main Event (promotional space)	✓	✓	✓	
Logo featured on Main Event sponsorship banner at Main Event	✓	✓	✓	
Recognition in Relay Newsletter Emails	✓	✓	✓	✓
Year-Round opportunities to engage with participants	✓	✓	✓	✓

Customizable levels available upon request

Deadline to receive full benefits of sponsorship March 12th, 2025

FSU Wears Pink Exclusive Partnership Opportunities

October Month-Long Campaign

FSU Wears Pink is a month-long campaign to come together as a community at Florida State University to raise awareness, advocate, and fundraise for Breast Cancer Awareness. Throughout this Campaign we will have multiple fundraising events such as our Bowling for Boobies, educational workshops, and a pageant to fundraise for the American Cancer Society and raise awareness within the FSU Community.

FSU Wears Pink Campaign Sponsor (Exclusive) - \$1,000

- Display company banner or sign at entrance of all FSU Wears Pink events
- Verbal recognition as Campaign Sponsor at all FSU Wears Pink Events
- Social media and website recognition as FSU Wears Pink Campaign Sponsor
- All social media posts for FSU Wears Pink will include company logo
- Silver sponsorship level benefits included (see page 8)

Pageant Sponsor (Exclusive) - \$750

- Company logo exclusively featured on Pageant Stage during Pageant
- Verbal recognition as Pageant Sponsor at Pageant event
- Social media recognition as Pageant Sponsor
- Silver sponsorship level benefits included (see page 8)





Giving Tuesday Exclusive Partnership Opportunities

December 3rd, 2024

Giving Tuesday is a global generosity movement that occurs each year on the Tuesday after Thanksgiving. The day is dedicated to coming together and unleashing the power of people by fundraising for the communities that need it the most. At Florida State University, Relay For Life celebrates this day of giving through the power of fundraising with an all-day event held on the Green right outside of the Student Union. There are vendors at this event as well as fundraising opportunities, and students from all over campus come out to support the American Cancer Society. These exclusive sponsorships include benefits for Giving Tuesday as well as all year long.

Giving Tuesday Title Sponsor (Exclusive) - \$2,000

- Display company banner or sign at entrance of Giving Tuesday event “(Your Company’s) Giving Tuesday”
- Opportunity to table at Giving Tuesday event and engage with over 200 students
- Verbal recognition as Title Sponsor at Giving Tuesday event
- Social media and website recognition as Giving Tuesday Title Sponsor
- All social media posts for Giving Tuesday will include company logo
- Platinum sponsorship level benefits included (see page 8)

Matching Hour Sponsor (Exclusive) - \$750

- Sponsor of the Matching Hour, all sponsorship money goes towards matching donations at Giving Tuesday event
- Verbal recognition as the Matching Hour Sponsor at Giving Tuesday event
- Social media recognition as the Matching Hour Sponsor
- Opportunity to table at Giving Tuesday event to engage with over 200+ students
- Silver sponsorship level benefits included (see page 8)

Coffee Sponsor (Exclusive) - \$250 plus Coffee Donation

- Company logo exclusively featured on coffee station at Giving Tuesday event
- Verbal recognition as Coffee Sponsor at Giving Tuesday event
- Social media recognition as Coffee Sponsor
- Silver sponsorship level benefits included (see page 8)



Main Event Exclusive Partnership Opportunities

April 12th, 2025

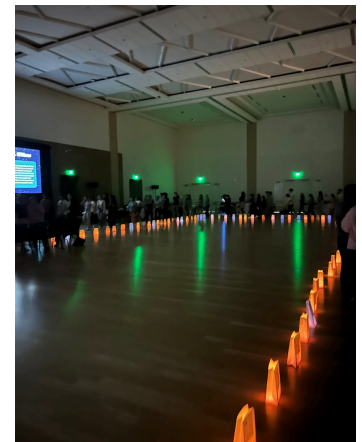
At Florida State University, our main Relay For Life event occurs annually where we come together as a student body and overall Tallahassee community. We fight for those battling cancer and their support systems, remember those who have lost their battle, and celebrate our survivors. This event is 12 hours and is held in our Student Union Ballrooms. Over 50 teams come together to fundraise for the day to support the American Cancer Society in unique ways. There are typically between about 800-1,000 students and community members who attend our event. At the 2024 main event, we raised over \$30,000 during the 12-hour event alone and over \$126,000 throughout the year. These exclusive sponsorships include benefits for the Main Event as well as all year long.

Stage Sponsor (Exclusive) - \$2,000

- Display your company banner or sign on event stage
- Verbal recognition as Stage Sponsor
- Social media recognition as Stage Sponsor
- Platinum sponsorship level benefits included (see page 8)

Luminaria Ceremony Sponsor (Exclusive) - \$1,500

- Co-Branded banner displayed at luminaria table
- Verbal recognition as Luminaria Ceremony sponsor
- Social media recognition as Luminaria Ceremony sponsor
- Company's logo featured on slides displayed throughout throughout the hour
- Gold sponsorship level benefits included (see page 8)





Main Event Exclusive Partnership Opportunities

April 12th, 2025

Survivor and Caregiver Reception/Dinner Sponsor (Exclusive) - \$1,500

- Co-Branded banner displayed at Survivor and Caregiver room
- Opportunity to provide company branded decor for the room
- Company's logo on Survivor and Caregiver Reception post on social media
- Gold sponsorship level benefits included (see page 8)

Smile Sponsor (Exclusive) - \$1,500

- Co-Branded banner displayed at photo booth
- Opportunity to table at main event next to photo booth to engage with over 800 attendees
- Company's logo on Photo Booth post on social media
- Gold sponsorship level benefits included (see page 8)

Fitness Sponsor (Exclusive) - \$1,500

- Opportunity to do a demonstration or mini fitness class during main event and/or Giving Tuesday
- Co-Branded banner displayed at Recharge Table (drinks and food table)
- Opportunity to table at main event next to recharge table to engage with over 800 attendees
- Company's logo on the Recharge and Energize Table post on social media
- Gold sponsorship level benefits included (see page 8)

Matching Hour Sponsor (Exclusive) - \$1,500

- Featured as the presenting sponsor of matching hour, all sponsorship money goes towards matching donations at the Main Event
- Company logo featured on the slide which tracks the fundraising during the hour, which is displayed throughout the hour
- Opportunity to table at main event to engage with over 800 attendees
- Gold sponsorship level benefits included (see page 8)

How to Become a Partner

ONLINE:

You can sponsor us directly online via our American Cancer Society Team Fundraiser Page. After submitting payment, please send an EPS and JPG logo to the Relay for Life member you have been communicating with. Use this link below:

<https://donate.cancer.org/g/mmdyglpxndkkmujobpaihujxj/directed>

CHECKS:

In-Person Pick Up - You can become a sponsor using a check.

A Relay for Life member can pick it up along with the completed form on the next page and notify you when it is processed.

Mail - You can become a sponsor using a check. Use the form on the next page and mail in your donation.

Checks can be made out to The American Cancer Society





Relay For Life at FSU 2025 2025 Partnership Commitment Form

Business name: _____
Street address: _____
City: _____ State: _____ ZIP: _____
Contact name: _____
Telephone number (business): _____ Fax number: _____
Email: _____ Web address: _____

COMMITMENT LEVEL

- ☐ \$3,500 – Presenting ☐ \$1,500 – Purple Chair ☐ \$1,500 – Platinum ☐ \$1,000- Gold
☐ \$500 – Silver ☐ \$250- Bronze ☐ Other

METHOD OF PAYMENT

☐ Enclosed is my sponsorship check in the amount of \$ _____ Charge my credit card (please print clearly).

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder's name: _____

Billing address: _____

Card number: _____ Exp. date: _____ Security code: _____

☐ Pay by electronic file transfer. (Reach out to Carlye.Collison@cancer.org to set up payment.) ☐ Please send invoice to:

We are unable to be a designated Relay For Life sponsor this year, but enclosed is our donation of \$ _____

Sponsor signature: _____ Date: _____

(Please sign and retain a copy for your records.)

Please email a **JPG logo** to Carlye.Collison@cancer.org by March 12, 2024, to ensure high-quality printing. Note, submitting a low-resolution logo may require signage to be printed in text in order to maintain quality.

Please make checks out to American Cancer Society and enclose with this form to the address below:

American Cancer Society
ATTN: Relay for Life of FSU VWTAAQ
PO Box 17127
Tampa, FL 33682

Name of team or individual to be credited with this Sponsorship:

☐ Not Applicable