



**American Cancer Society  
Relay For Life 2010  
Media Sponsorship Packet**

The American Cancer Society saves lives and creates more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back against cancer.

The American Cancer Society's **Relay For Life** is an overnight community celebration where individuals and teams camp out, barbecue, dance, and take turns walking or running around a track "relay" style to raise funds to fight cancer. At nightfall, participants will light hundreds of luminaria candles around the track in a moving ceremony to honor cancer survivors as well as friends and family members lost to the disease. Funds raised support cancer research, education, advocacy, and patient services in the community.

We are pleased to present the following media sponsorship agreement between The American Cancer Society's Relay For Life and [Sponsor Name]. Everyone at [Sponsor Name] continues to play an integral role in the fight against cancer and we thank you in advance for your consideration.

**The American Cancer Society will provide [SPONSOR NAME] with the following:**

- Recognition at all [#] event sites (approximately XXX people) in X and Y Counties:
- Station Name listed in the event guide
- Station logo on the welcome banner
- Station logo on the Relay For Life t-shirts
- Present [SPONSOR NAME] with a plaque at the X and Y Relay For Life plaque ceremony
- Mentions and/or boilerplate language in press releases and possible additional exposure through ongoing earned media efforts
- A location at both the X and Y Relay For Life events to provide participants with [SPONSOR NAME] promotional items and information
- Exclusive radio sponsorship for the X and Y market, to support the American Cancer Society's Relay For Life
- Select a preferred campsite location for the [SPONSOR NAME] team at the X and Y Relay For Life events

**[SPONSOR NAME] agrees to provide the following:**

- Participate as a Relay For Life team (usually 10-12 people) and provide event coverage at the X and Y Relay For Life events. The X event will be held on [Date] from [...] am Saturday to [...] am on Sunday at [location]. The Y event will be held on [repeat information].

- [SPONSOR NAME] will provide 3 daily promotional announcements by on-air talent during drive times 3 weeks prior to each of the events
- [SPONSOR NAME] will donate public service announcements for exclusive broadcast. The American Cancer Society will provide 2 pre-produced PSAs that have a 5 second tag at the end, which will be customized by a [SPONSOR NAME] personality.
- Guarantee two hundred (200) PSAs from the day of signed contract until the day of the event
- Guarantee a minimum of one (1) LIVE interview with an American Cancer Society Relay For Life participant from each of the respective events (total of 2 interviews) no more than 6 weeks and no less than 2 weeks prior to the event; American Cancer Society media relations staff will coordinate all interviews
- Will provide a station personality to serve as a co-host or play another appropriate public role during each of the events
- Will provide one evening shift, not to exceed 11pm and one day shift not to begin before 8 am for both events
- Provide a log, after the event is over, stating when Relay For Life PSAs were run
- **Promotional announcements and PSAs must be inclusive of all Relay For Life events in the station's listening area**

---

Media Sponsor Company Name (Please print or type)

---

Contact Name

---

Street Address

---

City	State	Zip
------	-------	-----

---

Phone	Fax
-------	-----

---

Media Sponsor Name as you wish it to appear on/in promotional materials

---

Authorized Signature	Date
----------------------	------

**Please forward this completed form to:  
American Cancer Society  
[Local Address]**