

3/6/18

ITEM 1.B

RELAY FOR LIFE OF SANTA CLARA

APRIL 28 2018 | [10:00 AM - 10:00 AM]

TOWNSEND FIELD | BUCHSER MIDDLE SCHOOL

A photograph of three people standing with their arms crossed against a dark, textured background. In the center is a man with a beard and mustache, wearing a dark t-shirt. To his left is a young woman with long dark hair, also in a dark t-shirt. To his right is an older woman with short blonde hair, wearing a dark tank top. The text 'SANTA CLARA' is overlaid in large white letters across the middle of the image, with 'VS' in smaller letters below it, and 'CANCER' in large white letters below that. Dashed white lines are positioned above and below the 'VS' and 'CANCER' text.

SANTA CLARA VS CANCER

HELP US ATTACK CANCER IN OUR COMMUNITY.

Beating our biggest rival takes more than breakthrough research. It takes things like our 24/7 cancer help line and free rides to chemo. Most of all, it takes you. Join Relay For Life. And help us attack cancer from every angle.



RelayForLife.org/SantaClaraCA

1 800 227 2345

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POST MEETING MATERIAL



Relay For Life of Santa Clara

SPONSORSHIP OPPORTUNITIES

What is Relay For Life?

Relay For Life is the signature fundraiser for the American Cancer Society. Relay events are staffed and coordinated by volunteers in more than 5,200 communities and 27 countries. Teams raise funds in the months leading up to the Relay event and then camp out at local schools, parks, or fairgrounds and take turns walking or running around a track or path. Each team is asked to have a representative on the track at all times, while entertainment, music, and fun activities keep things lively. Symbolizing the battle waged around the clock by those facing cancer, the event lasts up to 24 hours and empowers communities and individuals to join the fight for a world without cancer.

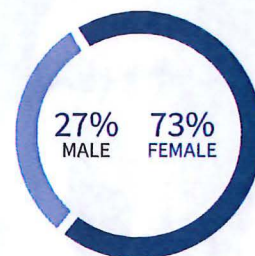
Become a Relay For Life sponsor

- ★ By becoming a Relay For Life sponsor, you help reduce the burden of cancer on our community. More than 1.6 million people are expected to be newly diagnosed with cancer, and more than 600,000 are expected to die from the disease this year alone.
- ★ You provide a quality team building experience and a medium for volunteerism and philanthropy. Through your support as a dedicated partner in saving lives from cancer, the community will see your company's commitment to the well-being of your customers and your employees.
- ★ Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. We continue to be a leading, trusted source for cancer information, with 93 percent aided brand awareness among consumers.*

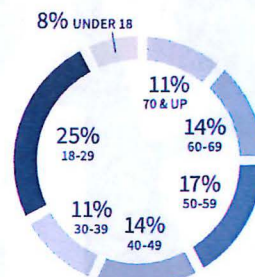
**American Cancer Society Market Research: 2016 Brand Tracker*



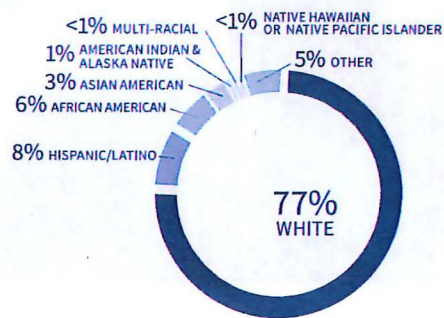
RELAY FOR LIFE PARTICIPANTS ACROSS THE US*



BY GENDER



BY AGE



BY RACE/ETHNICITY

**percentage per total respondents*

Your sponsorship helps save lives.

Through your SPONSORSHIP, you are joining the fight for a world without cancer. The American Cancer Society works tirelessly to improve and save lives from every type of cancer in every community. The work we do impacts everyone, regardless of where the funds are raised. Here's how we put your dollars to work:



YOUR SPONSORSHIP CAN HELP US FIND CANCER'S CAUSES AND CURES THROUGH GROUNDBREAKING RESEARCH.

As the largest private, nonprofit funder of cancer research, we've played a role in nearly every cancer breakthrough in recent history. In 2017, we marked a 25 percent decline in the cancer death rates since 1991. We fund cutting-edge researchers early in their careers. Our track record of having funded 47 Nobel Prize winners demonstrates our ability to identify the best and brightest ideas.



YOUR SPONSORSHIP ALLOWS US TO DO THE MOST TO HELP PEOPLE WITH CANCER TODAY.

We're here 24 hours a day, seven days a week, to help people with cancer and their families through every step of the cancer experience. We provide reliable information about cancer and treatment options, and we offer free services like transportation to and from cancer treatment or a free place to stay while receiving treatment away from home.



YOUR SPONSORSHIP HELPS US DISCOVER NEW WAYS TO PREVENT CANCER OR FIND IT AT ITS EARLIEST, MOST TREATABLE STAGE, AND HELPS PEOPLE TAKE STEPS TO STAY HEALTHY.

A substantial proportion of cancers could be prevented if people did what we know works: avoid tobacco, maintain a healthy weight through diet and exercise, and get recommended cancer screenings. We spread the word in communities across the country and advocate for local, state, and federal policies that help keep everyone healthy.



YOUR SPONSORSHIP SAVES LIVES FROM CANCER AS MUCH THROUGH PUBLIC POLICY AS IN THE LABORATORY.

Through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN), we work with lawmakers everywhere to make this world a healthier place to live, and we rally communities around the globe to support our cause.



WE NEED YOUR HELP.

There's no doubt about it: we've come a long way in our mission to save lives from cancer. Still, there is so much more that can be done to protect this and future generations from cancer. Through your sponsorship, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

Presenting Sponsor | \$5,000

RIGHTS AND BENEFITS

- Speaking opportunity at your local Relay For Life event, during your choice of ceremony and/or local event kickoff meeting
- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (American Cancer Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to display two banners at your Relay For Life event (must be approved by the American Cancer Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company logo featured on:
 - All event print promotional materials, indicating "presenting sponsor"
 - The home page of your local Relay For Life event website
 - The sponsor page of your local Relay For Life event website
 - The event T-shirt for participants (logos to be sized and arranged according to level)
 - A giant 5-foot ribbon sign displayed at your Relay For Life event
 - All participant thank-you emails (sent after event)
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Four Society-approved promotional announcements during local Relay For Life event

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Opportunity to have a Relay For Life kickoff at your company office to engage employees in our lifesaving mission
- Access to American Cancer Society workplace wellness programs for your organization
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event



Platinum Sponsor | \$2,500

RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (American Cancer Society to approve and provide images)
- Complimentary promotional space at your Relay For Life event with an opportunity to provide giveaways (must be Society-approved)
- Opportunity to display two banners at your Relay For Life event (must be approved by the American Cancer Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company logo featured on:
 - All event print promotional materials
 - The home page of your local Relay For Life event website
 - The sponsor page of your local Relay For Life event website
 - The event T-shirt for participants (logos to be sized and arranged according to level)
 - A giant 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- Verbal recognition during your Relay For Life event opening ceremony
- General verbal recognition at your Relay For Life event
- Three Society-approved promotional announcements during local Relay For Life event

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Access to American Cancer Society workplace wellness programs for your organization
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event



Gold Sponsor | \$1,500

RIGHTS AND BENEFITS

- Opportunity to connect with the community and speak at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (American Cancer Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the American Cancer Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company logo featured on:
 - All event print promotional materials
 - The home page of your local Relay For Life event website
 - The sponsor page of your local Relay For Life event website
 - The event T-shirt for participants (logos to be sized and arranged according to level)
 - A giant 5-foot ribbon sign displayed at your Relay For Life event
- Recognition on your local Relay For Life event Facebook timeline
- Recognition in American Cancer Society event news releases
- General verbal recognition at your Relay For Life event
- Two Society-approved promotional announcements during local Relay For Life event

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A recognition gift awarded post-event

Silver Sponsor | \$1,000

RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Rights to promote sponsorship in company materials (American Cancer Society to approve and provide images)
- Opportunity to display one banner at your Relay For Life event (must be approved by the American Cancer Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company logo featured on:
 - The home page of your local Relay For Life event website
 - The sponsor page of your local Relay For Life event website
 - The event T-shirt for participants (logos to be sized and arranged according to level)
- General verbal recognition at your Relay For Life event
- One Society-approved promotional announcement during local Relay For Life event

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of recognition awarded post-event

Bronze Sponsor | \$500

RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to display one banner at your Relay For Life event (must be approved by the American Cancer Society and be no larger than 4 x 6 feet)
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company name on the sponsor page of your local Relay For Life event website
- Company name on the event T-shirt for participants

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- Free American Cancer Society Content Subscription Service for timely cancer-related information
- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of recognition awarded post-event

Signature Sponsor | \$250

RIGHTS AND BENEFITS

- Opportunity to connect with the community at event kickoffs, meetings, and other gatherings, including participation on the event leadership team
- Opportunity to participate in sponsor recognition lap during local Relay For Life event

BRAND RECOGNITION

- Company name on the sponsor page of your local Relay For Life event website
- Company logo on two co-branded track signs to be displayed for duration of event

ADDITIONAL BENEFITS TO YOUR ORGANIZATION

- A complimentary Relay For Life window cling to help advertise your sponsorship to customers and employees
- A certificate of appreciation awarded post-event





WITH YOUR HELP,

we aren't just fighting one type of cancer. We're fighting for every life threatened by every cancer in every community.



cancer.org | 1.800.227.2345



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American Cancer Society Relay For Life Luminaria Order Form

Relay For Life of Santa Clara, CA
Saturday April 28 - Sunday April 29
10:00AM - 10:00AM (24 Hours)

Townsend Field at Buchser Middle School - 1111 Bellomy St, Santa Clara

When the sun goes down at every American Cancer Society Relay For Life event, hope shines the brightest. During the Luminaria Ceremony, hundreds of luminaria light the track or path to celebrate the lives of those who have battled cancer, remember loved ones lost, and fight back against a disease that has taken too much. This ceremony of light symbolizes the hope and perseverance with which we all continue to fight.

You can give to the American Cancer Society and keep the flame of hope lit by dedicating a luminaria in memory of someone lost to cancer or in honor of someone still fighting or who has beaten the disease.

The suggested luminaria donation amount is \$ 10 each. Please send your tax-deductible donation, payable to the American Cancer Society, and the bottom portion of this form to:

Name American Cancer Society, ATTN: Relay For Life of Santa Clara

Address 747 Camden Avenue, Suite B

City, Campbell

State, CA

ZIP 95008

To ensure delivery of your luminaria prior to the event, be sure to mail your donation along with the form below by 4/13/18 . Then, join us for our Luminaria Ceremony, which will be held at. 7pm on Saturday 4/28 at Townsend Field .

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

Name: _____

Address: _____

City, State, ZIP: _____

Email: _____ Phone: _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

In ☐ Memory ☐ Honor

of _____

Message (10 words maximum) _____

Total amount enclosed: \$ _____ (\$ _____ per luminaria)

Credit donation to: ☐ Participant _____ ☐ Team _____



SURVIVORS AND CAREGIVERS YOU'RE INVITED!

The American Cancer Society Relay For Life movement is the world's largest and most impactful fundraising event to end cancer. It unites communities across the globe to celebrate people who have battled cancer, remember loved ones lost, and take action to finish the fight once and for all. By walking around a track or path for up to 24 hours, individuals and teams raise money and awareness to help the American Cancer Society save lives. Dollars raised support groundbreaking cancer research, education and prevention efforts, and free information and critical services for cancer patients who need them.

Please join us. We want to celebrate you.

To kick off the event, a special lap is held to celebrate cancer survivors, followed by a lap in honor of caregivers. You and your caregiver are invited to join us for these laps and to stay for the rest of the event.

**April 28-29, 2018
Townsend Field
1111 Bellomy St. Santa Clara**

**Register online at relayforlife.org/SantaClaraCA
or you can call 800-ACS-2345.**

**Questions about the event?
email: lauren.salciccia@cancer.org | phone: 408-471-7846**

Having cancer is hard. Finding help shouldn't be.

From the time of diagnosis, through the course of treatment, and even after treatment is completed, individuals diagnosed with cancer and their caregivers have a wide range of needs. The American Cancer Society understands those needs and can offer information, day-to-day help, and emotional support to help you through every step of the cancer experience.

Transportation assistance

Our Road To Recovery® volunteers provide transportation to and from treatment for people with cancer who are too ill to drive or whose family members, friends, and neighbors are unable to provide transportation.

Lodging During Treatment

Facing cancer is hard. Having to travel away from home for treatment can make it even harder. At the 31 American Cancer Society Hope Lodge® facilities across the country, cancer patients and their families can find help and hope. The Society also offers discounted and – sometimes free – lodging through partnerships with hotels.

Finding Hope and Inspiration

The Cancer Survivors NetworkSM, a global online community, transcends geographic boundaries and builds bonds among cancer survivors and caregivers through shared experiences and feelings.

Help with Appearance-related Side Effects

Look Good Feel Better® individual and group sessions teach cancer patients techniques to help restore their appearance, improve their self-esteem, and help them approach their disease and treatment with greater confidence.

Breast Cancer Support

The Society's Reach To Recovery® program provides peer support, resource referrals, and up-to-date information to all those facing breast cancer, as well as their spouses, partners, children, friends, and other loved ones.

Mastectomy and Hair-loss Products

The "tlc" Tender Loving Care® catalog is a publication offered by the Society to women who are undergoing treatment for cancer, those experiencing hair loss as a result of cancer treatment, and those who have had breast surgery as a result of the disease.

YES, I am a survivor or caregiver and want to participate in my local Relay For Life event.

Name: _____

Address: _____

Phone: _____ Email: _____

If survivor, date of diagnosis: _____ Cancer type: _____

T-shirt sizes (for survivors): ☐ Small ☐ Medium ☐ Large ☐ X Large ☐ XX Large

I will attend the Relay For Life event in: _____

I am also interested in: ☐ Forming a fundraising team ☐ Serving on the Event Leadership Team

The American Cancer Society cares about your privacy and protects how we use your information. For more information or to view the full privacy policy, cancer.org or call 1-800-227-2345.

