

MAKE A DIFFERENCE

FORTHOSEWITHCANCER



Sponsorship opportunities

Help people with cancer live their lives more fully!

About Relay For Life

Relay For Life is a global movement to end cancer which is active in 29 countries and 6,000 communities worldwide, whereby participants commit to raising funds for work against all types of cancer.

For 20 years, Relay For Life has united communities across Canada with teams of family, friends and colleagues joining together to celebrate those who live and have lived in the face of cancer and those moving past cancer.

Through this fundraising event team members take turns walking around a track or designated path. On and off the track there is always something to do at Relay For Life. Those taking a break from walking can check out the entertainment and activities.

Funds raised through Relay For Life support ground-breaking research into more than 100 types of cancer, services that help people with cancer and their families, and advocacy to governments on important cancer-related issues.

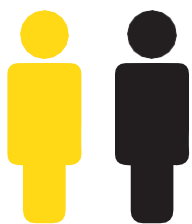
About the Canadian Cancer Society

At the Canadian Cancer Society (CCS), we are proud to be a champion and voice for Canadians who care about cancer. We are committed to supporting and engaging people in communities across the country.

Our vision to create a world where no Canadian fears cancer is only achievable if we work collectively with people united by the same goals. With the help of hundreds of thousands of people that CCS brings together, we are a force-for-life in the face of cancer.

Testimonial

"I was so moved by the Survivor's Victory Lap," says Cathy. "There is nothing quite like being cheered on by participants and sharing a moment of gratitude with other cancer survivors. We all had different cancers and treatments but we all share the same appreciation for what the Canadian Cancer Society is doing in terms of research and support programs and services that made a difference to us."



Nearly **1 in 2** Canadians
will be diagnosed with cancer

Cathy Telfer
Melanoma Survivor



Why get involved?

Sponsoring Relay For Life is a great means of broadening your company's competitive edge by improving its image, prestige and credibility by supporting events that your target market finds attractive.

Our events provide sponsors with the opportunity to truly connect with participants, cancer survivors and volunteers, helping your organization to develop closer and better relationships with both existing and potential customers. Our events also offer unique opportunities to showcase your products or services to this niche audience, enhance your company's visibility, and differentiate your brand from competitors.

Relay For Life Toronto in Partnership with WICC

Date: June 14, 2019

Time: 6pm-11pm

Location: Sherbourne Commons, Toronto ON

For more information about sponsorship please contact:

Mona Krolak
Partner and Vice President
Hub International
mona.krolak@hubinternational.com
416-597-4633

If you are interested in having a team at Relay, please contact:

Carrie Brown, Team Captain Lead
wiccrelay@ccscloud.org



2019 Relay for Life Sponsorship Fees

	Platinum	Gold	Silver	Bronze
Sponsorship Amounts	\$10,000	\$5,000	\$2,500	\$1,000

Sponsorship Benefits

Relay day activation

Exhibitor space	●			
Sampling product or service opportunity	●	●		
Verbal recognition during event	●	●	●	●
Employee volunteer opportunities	●	●	●	●

Event day banners & signage

Logo on main stage	●			
Logo on sponsor board	●	●	●	●
Logo on track sign(s)	4	3	2	1

Digital

Logo recognition on event webpage with link to company page	●	●	●	●
Recognition on cancer.ca – local "Our generous donors" page	LOGO	NAME		
Inclusion on local social media; Facebook, Twitter and Instagram	●	●		

Marketing materials

Logo recognition on pre-event promotional materials – newsletters, advertisements etc.	●	●		
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In-Kind sponsorship opportunities

At our Relay For Life events, there are a number of opportunities to provide in-kind products and services to help the Canadian Cancer Society off-set costs associated with the event. These essential products and services include food, beverages, printing, staging, lighting, parking, etc.