



Making Strides Against Breast Cancer  
of Point Pleasant Beach  
Sunday, October 21, 2018

## 2018 SPONSORSHIP OPPORTUNITIES



For more information, contact:

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American Cancer Society | 2310 Route 34, Suite 1D | Manasquan, NJ 08736



## What is Making Strides Against Breast Cancer?

The American Cancer Society Making Strides Against Breast Cancer walks are the largest network of breast cancer awareness events in the nation, uniting more than 250 communities to lead the fight for a world without breast cancer. Being involved in our events provides your employees, customers, and communities the opportunity to help save lives and ensure no one faces breast cancer alone.



## Numbers at a Glance

 Since 1993, more than **14 MILLION WALKERS** in the US have helped raise more than **\$870 MILLION** to help us provide support to those facing breast cancer.

 **1.2 MILLION WALKERS** participated in 2017

 **OVER 200 EVENTS** in the US in 2017

 More than **\$60 MILLION** raised in 2017

 Locally, in 2017:  
**\$1.05 MILLION DOLLARS**  
**620 TEAMS**  
**750 SURVIVORS**  
**45 PACESETTERS**





## Invest in Saving Lives – As a Making Strides Against Breast Cancer Sponsor

As a Making Strides Against Breast Cancer sponsor, you will help the American Cancer Society save more lives from breast cancer. In 2017, more than 252,000 women are expected to be newly diagnosed with breast cancer in the US and 41,070 are expected to die from the disease.

Being involved in Making Strides Against Breast Cancer events provides your employees, customers, and communities the opportunity to help save lives and ensure no one faces breast cancer alone.

**One in three consumers** say they are more likely to purchase a product if it's partnered with our brand.\*

We continue to be a **highly trusted source for cancer information**, with 96 percent aided brand awareness among consumers.\*\*

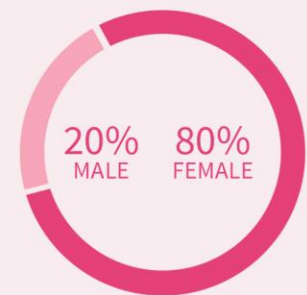
**Help save lives**, and show your community how you provide employees and customers:

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

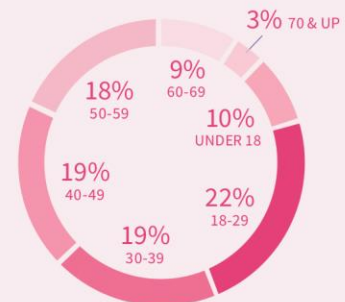
### **BENEFITS CAN INCLUDE:**

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

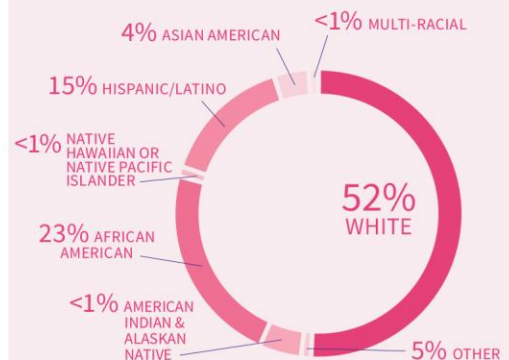
### **PARTICIPANTS ACROSS THE US\***



**BY GENDER**



**BY AGE**



**BY RACE/ETHNICITY**

\*percentage per total respondents

\*American Cancer Society Corporate Partnership Survey, September 2013.

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

# Your sponsorship helps save lives from cancer.

Through your sponsorship, you are joining our lifesaving mission to end breast cancer by investing in innovative cancer research, providing free information and support, and helping people reduce their cancer risk or find it early when it's most treatable. Here's how the American Cancer Society puts your dollars to work:

“

Hope and love are something that is very powerful...

To be with 20,000 people that have been touched by cancer lets you know that there are other people fighting for the same cause.

KIM STANKE | Wife. Mother. Breast Cancer Survivor



## **456,000+ NIGHTS OF FREE LODGING,**

saving \$37 million for more than 46,000 patients and caregivers in 2016



## **NEARLY 45,000 PATIENTS**

accessing information with help from our patient navigators to understand their diagnosis and find help for day-to-day concerns in 2016



## **NEARLY 335,000 RIDES**

for 20,000+ patients, to treatment and medical appointments in 2016



Currently funding more than **\$407 MILLION+ IN CANCER RESEARCH GRANTS**, as of March 2017.



## With **2.3 MILLION+ OUTREACH INTERVENTIONS**,

our CHANGE\* grant program is helping to reduce the unequal burden of cancer.



Nearly **36,000 PEOPLE** learned to manage the appearance-related side effects of treatment in 2016



**1,000 DOWNLOADS** per day of our *Cancer Facts & Figures* publication



**108 MILLION VISITS** to cancer.org in 2016



## **25% DROP IN CANCER MORTALITY RATES,**

leading to 2.1 million deaths averted in past two decades

\* Community Health Advocates Implementing Nationwide Grants for Empowerment and Equity



# Flagship Sponsor | \$17,500

Option 1 - \$7,500 Corporate Commitment/\$10,000 Fundraising Commitment

Option 2 - \$17,500 Corporate Commitment

## RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Opportunity to have a Making Strides kickoff at your company office to engage employees in the mission to save lives from cancer
- Rights to promote sponsorship in company materials (American Cancer Society to provide images)
- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Verbal and visual recognition throughout the program
  - Promotional space at the kickoff to distribute Society-approved branded products or materials
- Visibility on walk day:
  - Speaking opportunity during the opening program and verbal recognition throughout
  - Co-branded banner provided by the American Cancer Society and opportunity to display two company banners
  - Promotional space at the Making Strides event to distribute Society-approved branded products or materials

## BRAND RECOGNITION

- Company logo featured on:
  - Co-branded, five-foot-tall pink ribbon sign displayed along the walk route
  - All print collateral materials (such as posters and brochures – Deadline 5/11)
  - Home page of the event website
  - Sponsor page of the event website
- Standing recognition across social media platforms for Point Pleasant Beach Making Strides
- Inclusion in pre- and post-event news releases

## ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information
- Access to American Cancer Society workplace wellness programs for your organization

### 2018 FLAGSHIP SPONSORS:

- AMI
- CENTRASTATE HEALTHCARE FOUNDATION
- NEW JERSEY NATURAL GAS
- THE PLASTIC SUREGERY CENTER



# Giant Pink Chair | \$10,000 - SOLD TO CDW

## RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Verbal and visual recognition throughout the kickoff program
- Verbal recognition throughout the walk day program



## BRAND RECOGNITION

- Company logo featured on co-branded, five-foot-tall pink ribbon sign displayed along the walk route
- Co-branded banner, provided by American Cancer Society, that travels with the Giant Pink Chair throughout the community, including the kickoff and walk day
- Company name on all print collateral materials (posters and brochures – Deadline 5/11)
- Company logo featured on the sponsors page of the event website
- Standing recognition across social media platforms for Point Pleasant Beach Making Strides

## ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved table and seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information

By becoming a Giant Pink Chair Sponsor, you'll receive the opportunity to connect with over 20,000 members of the community on walk day. Our Giant Pink Chair will be promoted as a fun and unique team photo opportunity before and at the walk. All participants in attendance are invited to assemble their teams on and in front of the Giant Pink Chair for a team selfie photo to commemorate their Making Strides experience.

# Wall of Hope | \$2,500 - SOLD TO MEMORIAL SLOAN KETTERING

## RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Verbal and visual recognition throughout the kickoff program
- Verbal and visual recognition throughout the walk day program

## BRAND RECOGNITION

- Company logo featured on co-branded, five-foot-tall pink ribbon sign displayed along the walk route
- Co-branded banner provided by American Cancer Society
- Company name on all print collateral materials (posters, brochures – Deadline 5/11)
- Company logo featured on the sponsors page of the event website
- Standing recognition across social media platforms for Point Pleasant Beach Making Strides

## ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information



\* Right of first refusal will be offered to prior year sponsor

# Platinum Sponsor | \$7,500

## RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Prominent exposure at the kickoff:
  - Opportunity for company representatives to connect with community leaders
  - Verbal and visual recognition throughout the program
- Visibility on walk day:
  - Co-branded banner provided by the American Cancer Society and opportunity to display one company banner
  - Promotional space at the Making Strides event
  - Verbal recognition throughout the walk day program

## BRAND RECOGNITION

- Company logo featured on co-branded, five-foot-tall pink ribbon sign displayed along the walk route
- Company name on all print collateral materials (posters and brochures – Deadline 5/11)
- Company logo on tribute bibs OR photo booth photos
- Company logo featured on the sponsors page of the event website
- Standing recognition across social media platforms for Point Pleasant Beach Making Strides

## ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information

### CHOICE OF:

- **TRIBUTE TENT**
- **PHOTO BOOTH & SOCIAL MEDIA SUITE **\*\*NEW\*\*****
- **SURVIVOR TENT **\*\*NOW AVAILABLE\*\*****

# Gold Sponsor | \$5,000

## RIGHTS AND BENEFITS

- Opportunity to engage in co-branding partnership with a highly trusted source of cancer information
- Verbal and visual recognition throughout the kickoff program
- Visibility on walk day:
  - Co-branded banner provided by the American Cancer Society and opportunity to display one company banner
  - Promotional space at your Making Strides event
  - Verbal recognition throughout the walk day program

## BRAND RECOGNITION

- Company logo featured on co-branded, five-foot-tall pink ribbon sign or standard track sign displayed along the walk route
- Company logo featured on the sponsors page of the event website
- Standing recognition across social media platforms for Point Pleasant Beach Making Strides

## ADDITIONAL BENEFITS FOR YOUR ORGANIZATION

- Annual impact report, highlighting value and return of sponsorship
- Reserved seating for company team leaders at the kickoff
- Free American Cancer Society Content Subscription Service for timely cancer-related information

### CHOICE OF:

- |   |   |
|---|---|
| • <b>BREAST HEALTH TENT</b> – SOLD TO UNIVERSITY RADIOLOGY  | • <b>SOUND</b> } SOLD TO HACKENSACK                           |
| • <b>BOARDWALK*</b>   | • <b>STAGE</b> } MERIDIAN HEALTH                              |
| • <b>BUSINESS VILLAGE <b>**NEW**</b></b>                    | • <b>THINK PINK SHUTTLES</b> – SOLD TO HEALTH VILLAGE IMAGING |
| • <b>DRIVE TO SURVIVE <b>**NEW**</b></b>                    | • <b>START LINE or FINISH LINE</b>                            |
| • <b>KIDS TENT - <i>PENDING</i></b>                         | • <b>STRIDES SHOP</b> - SOLD TO GAMING LABORATORIES INT'L     |
| • <b>REGISTRATION TENT (2)</b> – SOLD TO RCINJ/RWJ BARNABAS | • <b>VOLUNTEER TENT</b> - SOLD TO WEGMANS                     |
| • <b>REFRESHMENT TENT</b>                                   |   |

\* Right of first refusal will be offered to prior year sponsor

## Silver Sponsor | \$2,500

### RIGHTS AND BENEFITS

- Verbal and visual recognition throughout the kickoff program
- Reserved seating for company team leaders at the kickoff
- Verbal recognition throughout the walk day program
- Co-branded, five-foot-tall pink ribbon sign or standard track sign displayed along the walk route
- Company name featured on the sponsor page of the event website

#### CHOICE OF:

- |   |  |
|---|--|
| • <b>CAREGIVER GARDEN</b> <b>**NEW**</b>  | • <b>PINK OUT TENT</b> <b>**NEW**</b>          |
| • <b>CLIPBOARD BRIGADE</b> <b>**NEW**</b> | • <b>SOCIETY CENTRAL TENT*</b>                 |
| • <b>INFORMATION TENT*</b>                | • <b>VIP PARKING</b> <b>**NEW**</b>            |
| • <b>MILE MARKER</b>                      | • <b>WELLNESS TENT</b> – SOLD TO ATLANTIC CLUB |
| • <b>PACESETTER TENT</b> – SOLD TO AIG    |  |

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## Table in Business Village **\*\*NEW\*\*** | \$1,500

You asked, we listened! This year we will be adding an **ALL NEW** Business Village along our Making Strides walk route. Up to 12 businesses will be able to take advantage of the opportunity to display their branded materials and/or giveaways and company banner at a 6' table provided by American Cancer Society. All Business Village sponsors will also have their logo featured on a Co-branded, five-foot-tall pink ribbon sign displayed along the walk route.

\*There is also an opportunity to sponsor the Business Village Tent. If you are interested, more information can be found under our Gold Sponsor section.

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## Pink Ribbon of Hope | \$1,000

Align your business's brand with victory over breast cancer by becoming a Pink Ribbon of Hope Sponsor. Over 20,000 walk participants will see your company's logo proudly displayed along the route as they celebrate all they have done to help the American Cancer Society attack cancer from every angle.



\* Right of first refusal will be offered to prior year sponsor





Business name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact name: \_\_\_\_\_

Telephone number (business): \_\_\_\_\_ Fax number: \_\_\_\_\_

Email: \_\_\_\_\_ Web address: \_\_\_\_\_

#### COMMITMENT LEVEL

- ☐ \$17,500 – Flagship ☐ \$5,000 – Gold \_\_\_\_\_ ☐ \$1,500 – Business Village Table
- ☐ \$7,500 – Platinum \_\_\_\_\_ ☐ \$2,500 – Silver \_\_\_\_\_ ☐ \$1,000 – Pink Ribbon of Hope

**PLEASE NOTE: Credit card information is required below to reserve any sponsorship level. Card will only be charged if payment is not received in full by October 1, 2018.**

#### METHOD OF PAYMENT

☐ Enclosed is my sponsorship check (*made payable to the American Cancer Society*) in the amount of \$ \_\_\_\_\_.

☐ Charge \$ \_\_\_\_\_ to my credit card. (Please print clearly.)

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder name: \_\_\_\_\_

Billing address: \_\_\_\_\_

Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Sec. code: \_\_\_\_\_

☐ Please send remittance form to: \_\_\_\_\_

We are unable to be designated as a sponsor this year, but enclosed is our donation of \$ \_\_\_\_\_.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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



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](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

*Please return to:*

Making Strides Against Breast Cancer | **SPONSORSHIP OPPORTUNITIES**

American Cancer Society, Attn: MSABC | 2310 Route 34, Suite 1D | Manasquan, NJ 08736

For further information, please contact Amanda Barrett at 732.292.4282 | [Amanda.Barrett@cancer.org](mailto:Amanda.Barrett@cancer.org)

