



## SPONSORSHIP PACKAGES

Relay For Life Cambridge 2016: 17<sup>th</sup> – 18<sup>th</sup> Sept, Wilberforce Road Sports Ground, Cambridge

**Cancer Research UK's Relay For Life** is the biggest fundraising event in the world! It first started in America in 1985 and over the past 18 years it has been ever growing in the UK. Over the last 4 years, Relay For Life Cambridge has raised over **£100,000** for vital research.

Why not become part of this very special event? The whole community gets involved – men, women, boys, girls, mums, dads, children, grandparents, carers, survivors. It is a unique event that symbolises, **'Fun, Friendship and Fundraising!'** not to mention the hope and inspiration that is created over a truly memorable weekend.

Whatever level of support you are able to give, it is only by working together and giving what you can that we will make a difference. You can help us take a step further forward in the **fight against cancer**. Whether you wish to become a sponsor, provide a gift in kind, a raffle or small donation, we will greatly appreciate your belief in Cancer Research UK's Relay For Life. You may even wish to enter a corporate team!

What's special about Relay For Life Cambridge is that the money raised by our teams will go **STRAIGHT** to our local **Cambridge Research Institute**. So one thing you can be assured of is that the money goes **STRAIGHT** to the scientists, so that we can achieve our goal of turning 'Hope' into 'Cure'.

# 500

Expected number of participants this year

# Open to whole community

Primarily families, young professionals, schools

A chance to celebrate our local heroes,

# CANCER SURVIVORS

# £55,000

How much we hope to raise this year – with your help!

# Sponsorship Packages



	Platinum	Gold	Silver	Bronze
Banners and pop-up stands displayed at Team Meetings and promotional events	●			
Promotional stand	●			
Opportunity to thank participants on day of event	●			
Recognition in press releases and advertisement	●			
Permission to use Cancer Research UK Relay For Life logo on your website	●			
Signage on stage and other high traffic areas.	●	●		
Banners to be displayed in main event area	2	2	1	
Promotional leaflets, merchandised and sponsored gifts in goodie bags (supplied by sponsor)	●	●	●	
Advertisement on Relay For Life Cambridge Programme	●	●	●	
Free registration for Relay For Life team place	●	●	●	
Logo on Relay For Life Cambridge Programme	●	●	●	●
Recognition in Relay For Life Cambridge e-Newsletters.	●	●	●	●
Recognition as Sponsor via announcements on the day	10	6	4	1
Certificate of thanks to display in the business.	●	●	●	●
	£999	£749	£499	£99

As a **Platinum Sponsor** of Cancer Research UK's Relay For Life Cambridge, the company will enjoy the following benefits:

## **Recognition and extensive corporate branding in the run up to, on the day, and after the event:**

- Company banners/pop up stands and promotional materials (pens/key-rings/leaflets) displayed at Team Meetings and any other promotional event (supplied by sponsor).
- Promotional stand (supplied and manned by sponsor).
- Opportunity to thank participants on day of event (script to be agreed).
- Recognition in press releases and advertisements sent to media and mentions in radio interviews before, during and after event. Copies of press releases where possible sent to sponsor after event.
- Permission to use our Cancer Research UK Relay For Life logo on your website for specified period of time (subject to agreement by Cancer Research UK).
- Signage on stage and other high traffic areas.
- Up to two banners to be displayed in main event area (supplied by sponsor).
- Promotional leaflets, merchandised and sponsored gifts in goodie bags (supplied by sponsor)
- Advertisement on Relay For Life Cambridge Programme.
- Free registration for a Relay For Life team place
- Logo on Relay For Life Cambridge Programme
- Recognition in Relay For Life Cambridge e-Newsletters.
- Recognition as Platinum Sponsor via ten announcements during event.
- Certificate of thanks to display in the business.

**Cost of Sponsorship: £999**

As a **Gold Sponsor** of Cancer Research UK's Relay For Life Cambridge, the company will enjoy the following benefits:

## **Recognition and extensive corporate branding in the run up to, on the day, and after the event:**

- Signage on stage and other high traffic areas.
- Up to two banners to be displayed in main event area (supplied by sponsor).
- Promotional leaflets, merchandised and sponsored gifts in goodie bags (supplied by sponsor)
- Advertisement on Relay For Life Cambridge Programme.
- Free registration for a Relay For Life team place
- Logo on Relay For Life Cambridge Programme
- Recognition in Relay For Life Cambridge e-Newsletters.
- Recognition as Gold Sponsor via six announcements during event.
- Certificate of thanks to display in the business.

**Cost of sponsorship: £749**

As a **Silver Sponsor** of Cancer Research UK's Relay For Life Cambridge, the company will enjoy the following benefits:

## **Recognition and corporate branding in the run up to, on the day, and after the event:**

- One banner to be displayed in main event area (supplied by sponsor).
- Promotional leaflets, merchandised and sponsored gifts in goodie bags (supplied by sponsor)
- Advertisement on Relay For Life Cambridge Programme.
- Free registration for a Relay For Life team place
- Logo on Relay For Life Cambridge Programme
- Recognition in Relay For Life Cambridge e-Newsletters.
- Recognition as Silver Sponsor via four announcements during event.
- Certificate of thanks to display in the business.

**Cost of sponsorship: £499**

As the **Bronze Sponsor** of Cancer Research UK's Relay For Life Cambridge, the company will enjoy the following benefits:

**Recognition and corporate branding in the run up to, on the day, and after the event:**

- Logo on Relay For Life Cambridge Programme
- Recognition in Relay For Life Cambridge e-Newsletters.
- Recognition as Bronze Sponsor via one announcements during event.
- Certificate of thanks to display in the business.

**Cost of sponsorship: £99**



Any gifts in kind, raffles or donations would be greatly appreciated if you cannot commit to becoming a sponsor of the event – it is only by working together and giving what you can that we will make a difference and help us fund local research to beat cancer sooner!

If providing a gift in kind, a raffle or a donation in aid of Cancer Research UK's Relay For Life, the company will enjoy the following benefits:

## **Recognition and corporate branding on the day and after the event:**

- Letter of thanks to display in the business.
- Company logo/name mentioned in Relay For Life Programme.

If you have a group of work colleagues that wish to enter a corporate team into Cancer Research UK's Relay For Life on Saturday 17<sup>th</sup> – Sunday 18<sup>th</sup> September 2016, the company will enjoy the following benefits:

## **Recognition and corporate branding in the run up to, on the day, and after the event:**

Recognition in Relay For Life Cambridge e-Newsletters.

One pull-up banner to be displayed in event area

Company logo on Relay For Life Cambridge Programme

## **If company providing corporate team with sponsorship / matched funding:**

As above and including the following:

Certificate of thanks to display in the business.

Recognition via two or more (dependent on level of sponsorship) announcements throughout the day of the event.

Advertisement / acknowledgement in Relay For Life Programme.

**I-Ying Chen**, Relay For Life Cambridge  
Sponsorship & Corporate Engagement Chair

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Patron Her Majesty The Queen

Presidents HRH The Duke of Gloucester KG GCVO and HRH Princess Alexandra, the Hon. Lady Ogilvy KG GCVO

Chief Executive Harpal S. Kumar

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