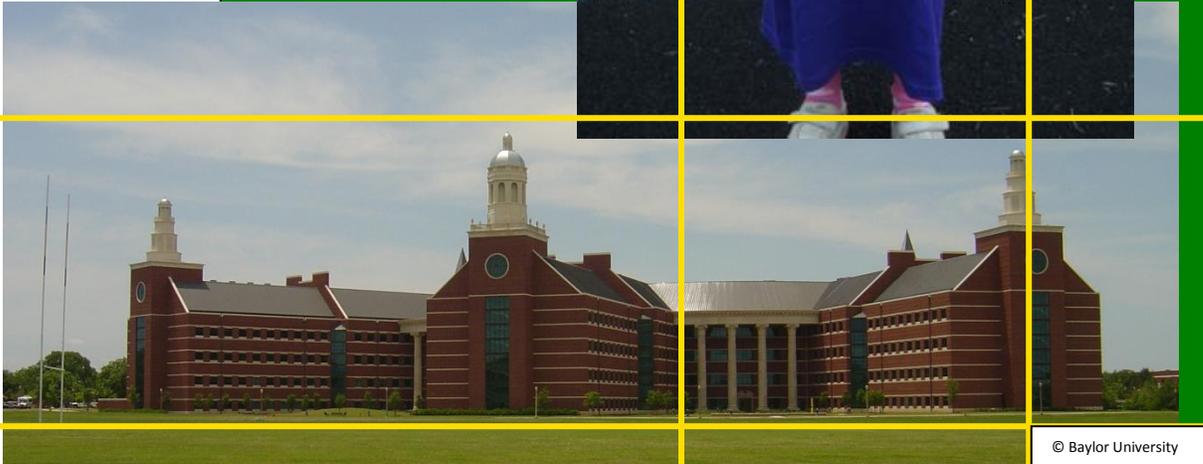




RELAY FOR LIFE

BEAR DOWN: All PAWS for a CURE!

CORPORATE SPONSORSHIP



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American Cancer Society
Baylor University Relay For Life
April 11-12, 2008
7 pm
www.baylor.edu/relayforlife



BAYLOR UNIVERSITY RELAY FOR LIFE

BEAR DOWN: All PAWS for a CURE!

Dear Friend,

Cancer... such a small word for the power and fear incorporated with it. By the end of 2007, it is estimated that the United States will lose 559,650 great citizens to this horrible, uncontrollable disease, with Texas alone making up 91,020 of those victims. Unfortunately, most of us have also heard that word relating to a co-worker, friend, family member, or ourselves. Just the mention of the word cancer changes lives, and in McLennan County, it is estimated that over 400 people will die from cancer in 2007.

The American Cancer Society's goal is to change these statistics by lowering the mortality rate, decreasing the number of new cancer diagnoses and improving the lives of those living with cancer. Relay For Life works toward these goals by creating community awareness, education and fundraising for local programs and services. In 2006, the overall cost for cancer was an astounding **206.3 billion dollars**.

This packet includes many opportunities for you to assist Baylor University as part of the McLennan Unit of the American Cancer Society and the Baylor University Relay For Life in achieving these goals. We appreciate your interest and support as we strive to increase the number of cancer survivors and would love to discuss this wonderful event with you.

2008 will be Baylor's **first** annual Relay For Life. We hope to raise \$115,000 in 2008, and we are looking to our community leaders to help us attain that goal. With the **can** in **cancer**, won't you please consider participation in the 2008 Baylor Relay For Life and help us reach our goal?

Thank you,

Alan Kramer

Relay For Life Co-Chair

Martin Hechanova

Relay For Life Co-Chair

Alice Tien

Relay For Life Co-Chair

Hayley Marshall

Relay For Life Sponsorship Chair

Emily Holdaway

Relay For Life Sponsorship Committee

John Bridges

Relay For Life Sponsorship Committee



What is Relay For Life?

Relay For Life is the American Cancer Society's nationwide signature event designed to strengthen college campuses, raise funds, and allow people to show their support in the fight against cancer. As with all Relays, the event is volunteer-driven and coached by an American Cancer Society staff. Zeta Tau Alpha, BU Medical Ethics Discussion Society, and Alpha Phi Omega have joined together to organize this All-University event. The event is a celebration of life for cancer survivors, a memorial for loved ones lost, and a rallying point for the Baylor community to fight cancer. Teams from sororities, fraternities, multi-cultural organizations, academic organizations, departments, administration, staff, and alumni will assist in raising money for the American Cancer Society's research, education, advocacy, and patient services programs.

Why Support the Baylor Relay For Life?

You have the opportunity to be a part of something big! The 1st Annual Baylor Relay For Life will unite the university with one goal in mind: finding a cure. Baylor is not immune to cancer as it affects all aspects of the university. We need your help in making the inaugural Baylor Relay For Life a success.

Cancer is America's number one health concern. In 2007, more than 559,650 Americans are expected to die of cancer, more than 1,500 a day. Here at home, an estimated 91,020 Texans will be diagnosed with cancer and an estimated 37,000 Texans will lose their battle with the disease in 2007. In McLennan County, an estimated 875 McLennan residents will be told they have cancer and another 430 will die from the disease, in 2007 alone.

Corporate sponsorships of the American Cancer Society's Relay For Life are a wonderful opportunity to reach a captive audience of Baylor Bears while contributing to the fight against cancer. The association with the American Cancer Society, the largest voluntary health organization in the world, is one that promises to enhance your image throughout the Baylor community.

Relay For Life raises funds for cancer control, and that's good for your bottom line. When cancer strikes your business, productivity decreases, future earnings are restricted, health insurance and disability costs rise and absenteeism increases. On average, one late detected cancer can cost more than \$60,000 per worker.

Relay For Life fosters team building and boosts morale. Organizations will set-up camp side by side with faculty, staff, administration, and alumni, with the hope of defeating this cancer in the near future.

Relay For Life offers your company the opportunity to make a positive statement about cancer survivorship and your commitment to help the Baylor community.

The REASON to Relay at Baylor!

As a Relay For Life sponsor, your donation can help fund and provide research, education, advocacy and patient services to your community. The Baylor campus has the diversity needed to affect change. Here are some of the reasons Baylor is a perfect match to hold this event:

R: Research. Baylor University prides it-self in both graduate and undergraduate research. We even have tumor pathophysiology research going on in our science building!

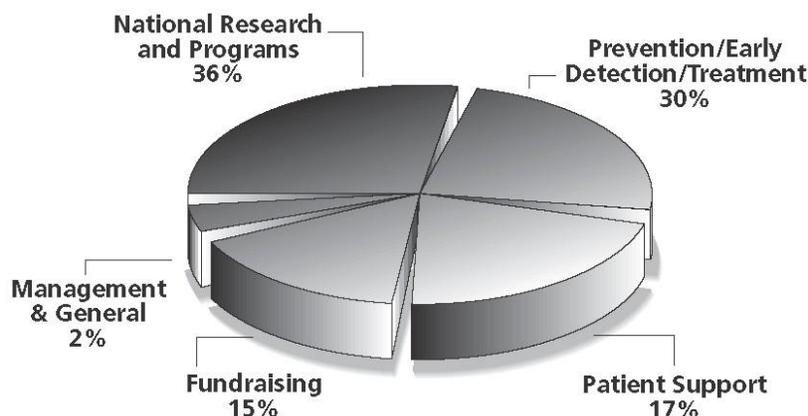
E: Education. What better place than our University as a setting for the promotion of cancer education! Also, the education degree is a popular one and we can equip our future educators with knowledge about our fight against cancer.

A: Advocacy. With Baylor's Political Science major and the Baylor Law School, our University has great resources for advocacy in the cancer-fighting political arena.

S: Services. With Baylor's dedication to service-oriented learning and with hundreds of student organizations willing to serve their community, we can definitely bring the services that the American Cancer Society offers to the next level!

O: Opportunity. We have a great opportunity to make a difference around the world. Baylor fosters a Christian community driven to help those in need. Relay offers us the opportunity to fulfill this duty.

N: Necessary. Each year, 37,000 Texans die from cancer. It is necessary for the students, faculty, staff, and alumni to band together to finally find a cure for cancer!



Money Distribution, Fiscal Year 2004-2005

Underwriting Sponsorships

Title Sponsor -- \$25,000 Gift

- ☛ Your logo will appear PROMINENTLY on the back of all Relay For Life team member and Survivor T-shirts as the Title Sponsor of the event.
- ☛ A banner (provided by the ACS) bearing your corporate logo will be displayed at the event, and you will have the opportunity to display your own banner as well.
- ☛ You will be formally recognized at the opening and closing ceremonies for your generous support.
- ☛ You will have an opportunity to set up an exhibit table (provided by you) to promote your product line and distribute giveaways.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ Your team will have first choice of team campsite.
- ☛ Your company will be mentioned from the main stage a minimum of 8 times throughout the event.
- ☛ You will receive 8 Relay For Life T-shirts in addition to any team member T-shirts you receive.
- ☛ If requested, a Health Initiatives presentation will be given to your associates and employees regarding the American Cancer Society's programs and services.

Cancer Survivor Celebration Underwriter -- \$6,000 Gift

- ☛ Your logo will appear on the back of the official Relay For Life team member T-shirts according to sponsorship value.
- ☛ Your company's logo, the Title Sponsors logo, and the Founding Sponsor logo will be the ONLY logos appearing on the back of the survivors' T-shirts.
- ☛ You will have the opportunity to participate in the Relay For Life Cancer Survivors' Ceremony.
- ☛ You will be formally recognized at the beginning of the Survivor Victory Lap. All correspondence to Cancer Survivors will bear your name and logo.
- ☛ A banner (provided by the ACS) bearing your corporate logo will be displayed at the Start/Finish line, and you will have the opportunity to display your own banner as well.
- ☛ You will be formally recognized at the opening and closing ceremonies.
- ☛ You will have an opportunity to include your company's promotional materials in the survivor goody bags.
- ☛ You will receive an invitation to the RFL Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ Your company will be mentioned from the main stage a minimum of 6 times throughout the event.
- ☛ You will receive 6 RFL T-shirts in addition to any team member T-shirts you receive.

T-Shirt Underwriter -- \$5,000 Gift

- ☛ Your logo will appear on the back of the official Relay For Life team member T-shirts according to sponsorship value.
- ☛ You will be formally recognized at the opening and closing ceremonies.
- ☛ A banner (provided by the ACS) bearing your corporate logo will be displayed at the event, and you will have the opportunity to display your own banner as well.
- ☛ You will have an opportunity to include your company's promotional materials in the survivor goody bags.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ Your company will be mentioned from the main stage a minimum of 4 times throughout the event.
- ☛ You will receive 4 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Luminaria Ceremony Underwriter -- \$2,500 Gift

- ☛ Your logo will appear on the back of the official Relay For Life team member T-shirts according to sponsorship value.
- ☛ Your corporate name will appear on each luminaria bag displayed at the event.
- ☛ You will be formally recognized at the beginning of the Luminaria Ceremony.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.
- ☛ You may include your company's promotional materials in the survivor goody bags.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ You will be formally recognized at the opening and closing ceremonies.
- ☛ Your company will be mentioned from the main stage a minimum of 4 times throughout the event.
- ☛ You will receive 4 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Caring Spirit Club Sponsorship - \$1,000 Gift

Caregivers for cancer patients are often the people that do not receive the most recognition but provide the most basic support and encouragement. Your contribution represents your dedication and commitment to help others in their fight against cancer.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ You will receive 2 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Recognition Awards Underwriter - \$1,000 Gift (2 Available)

Your contribution will help underwrite the costs of sponsor, team, and individual recognition awards. This includes team spirit awards, best theme, most money raised by team and individual, etc.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ Your corporate logo will appear on all sponsor, team, and individual awards presented.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ You will receive 2 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Entertainment Stage Underwriter - \$900 Gift (2 Available)

Your contribution will help underwrite the cost of entertainment provided to our participants throughout the night. Relay For Life is all about entertainment and fun!

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.
- ☛ Your company will be recognized over the public address system as the Entertainment Underwriter.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ You will receive 2 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Baylor Kick Off Party Underwriter - \$500 (2 Available)

The Baylor Kick Off Party, which will take place in January, will help the Baylor community kick off the 1st Annual Baylor Relay. Team captains, sponsors, committee, and survivors are invited to this festive occasion.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the Community Kick Off and the event.
- ☛ You will be recognized as the underwriter at the Baylor Kick Off Party and recognized again on the night of Relay.

Games & Activities Underwriter - \$500 Gift (2 Available)

A very important part of Relay For Life is to provide a schedule of games and activities to entertain participants while they are not on the track. Your donation will help underwrite the costs associated with these events.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners in the Games & Activities area during the event.
- ☛ Your name will be announced over the public address system as the underwriter for all Games and Activities.

Sponsor Thank You and Wrap-Up Party Underwriter - \$500 Gift (2 Available)

The Sponsor Thank You and Wrap-Up Party gives our Relay For Life General Chairpersons the opportunity to thank our sponsors and the volunteers that served on the 2007 Relay For Life steering committee. Your contribution will help underwrite the costs associated with this event.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the Sponsor Thank You and Wrap-Up Party and the event.
- ☛ You will be recognized on the night of Relay and at the Sponsor Thank You and Wrap-Up Party.

Zombie Lap Underwriter - \$500 Gift (1 Available)

In the early morning hours of the Relay, we choose at least one lap to recognize our dedicated team members walking the track during the “Zombie Hours”. At that time, we will hand out Zombie Lap T-shirts to all walkers on the track during that surprise lap. Your sponsorship will help offset the cost of the Zombie Lap T-shirts.

- ☛ Your corporate logo will appear on all Zombie Lap T-shirts.
- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will be recognized at the event during the Zombie Lap.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.

Printing & Postage Underwriter - \$300 Gift

Your contribution of \$300 will help underwrite the cost of all advertising and promotional materials (programs, brochures, posters, ads, and team packets).

- ☛ You will have the opportunity to display one of your own corporate banners at the event.



General Sponsorship

President's **Green** and **Gold** Club: \$3,500 & up



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- ☛ Your company logo will appear prominently on the back of the official Relay For Life participant t-shirts which provides year-round exposure.
- ☛ Your company will be formally recognized at the opening and closing ceremonies.
- ☛ You may set up a company exhibit table at the event to engage participants.
- ☛ You may display three company banners around the track during the event.
- ☛ Four cancer fact signs with your logo will be displayed around the track.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.

The Immortal Ten: \$2,500-3,499



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- ☛ Your company logo will appear prominently on the back of the official Relay For Life participant t-shirts which provides year-round exposure.
- ☛ Your company will be formally recognized at the opening and closing ceremonies.
- ☛ You may display two company banners around the track during the event.
- ☛ Three cancer fact signs with your logo will be displayed around the track.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.

The Baylor Line: \$2,000-2,499



- Your company logo will appear prominently on the back of the official Relay For Life participant t-shirts which provides year-round exposure.
- Your company will be formally recognized at the opening and closing ceremonies.
- You may display one company banner around the track during the event.
- Two cancer fact signs with your logo will be displayed around the track.
- You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.

The Bear Pit: \$1,000-1,999



- Your company logo will appear prominently on the back of the official Relay For Life participant t-shirts which provides year-round exposure.
- Your company will be formally recognized at the opening and closing ceremonies.
- One cancer fact sign with your logo will be displayed around the track.

In-Kind Donation

Thank You Ad Underwriter - \$500/In-Kind Gift (1 Available)

Your gift will help us recognize all who participated and supported our Relay For Life event through a Thank You Ad in the Baylor Lariat and Waco Tribune Herald newspaper.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.

Midnight Madness/Sizzlin' Sunrise Underwriter - \$500/In-Kind Gift (2 Available)

Midnight Madness and a Sizzlin' Sunrise Breakfast will be served to all Relay For Life team members. Your gift will help offset the costs of providing these food items.

- ☛ Your corporate name will appear as a line sponsorship on the back of the official Relay For Life team member T-shirts.
- ☛ You will have the opportunity to display one of your own corporate banners at the event.

Coffee Underwriter - In-Kind Gift

Coffee, hot tea, and cocoa are essential beverages that we like to provide to our all-night walkers. Your contribution of coffee and hot water for tea and cocoa will help to keep our team members warm and awake as they walk the track throughout the night.

- ☛ You will have the opportunity to display one of your own corporate banners at the event.

Water and Other Beverages Underwriter - In-Kind Gift

Your contribution of water and/or other beverages such as sodas, sports drinks, lemonade, etc. will help us keep our many team members hydrated throughout our Relay event.

- ☛ You will have the opportunity to display one of your own corporate banners at the event.

Media Sponsorship - \$3500 In-Kind Gift

Your contribution will help promote the Relay For Life in the community. Continued and consistent awareness of the 2008 Relay For Life event will help initiate community interest in forming teams and becoming involved in the Baylor Relay. It will also create excitement and enthusiasm for the event and will ultimately allow the American Cancer Society (ACS) to achieve its mission, which is to eliminate cancer as a major health problem by preventing cancer, saving lives and diminishing suffering from cancer, through research, education, advocacy, and service.

The ACS asks the following of the TV/Radio media sponsor:

Production and/or airtime of a public service announcement using background video from previous events for promoting general recruitment of Relay For Life and inviting Cancer Survivors to attend special ceremonies.

TV/Radio Coverage - 1 to 2 spots on local news and on-air mentions of Relay For Life

Appearance of ACS volunteers and cancer survivors to discuss survivorship and related issues if applicable.

Mentions on upcoming Events Calendar.

Insert Luminaria order form in statements (if applicable) in the community with events.

Appearance of on-air personality or anchor at the 2008 Baylor Relay For Life event on April 11th and 12th, 2008.

PSA's should begin airing January 2008 through April 2008. Appropriate number of airings to be determined.

Possible Day of Event Coverage

Cancer Survivors' Lap/Opening Ceremonies

Coverage of media team involvement

Luminaria Ceremony

Cancer Survivor & participant interviews

On-site space available for TV/Radio live remote

In return for your donation, your company will receive the following benefits:

- Your corporate logo will appear on the back of the official Relay For Life team member T-shirts according to sponsorship value.
- You will be recognized in all media materials and releases distributed to all local newspapers.
- You will be formally recognized at the opening and closing ceremonies.

- ☛ A banner (provided by the ACS) bearing your corporate logo will be displayed at the event, and you will have the opportunity to display your own banner as well.
- ☛ You will receive an invitation to the Relay For Life Wrap-Up and Sponsor Thank You Party where a plaque will be presented to you for your generous sponsorship.
- ☛ You will receive 4 Relay For Life T-shirts in addition to any team member T-shirts you receive.

Cancer Fact Signs Sponsor - \$50 Gift

This sponsorship provides the opportunity to visually reach all of the RFL participants. Cancer fact signs will be placed around the entire track. There are 50 different cancer fact signs available (sample below).

In return for your donation, your company will receive the following benefits:

Company name or logo printed on a cancer fact sign, which will be placed along the track throughout the entire 12-hour event

Recognition during the 12-hour event

(Back)

Cancer Fact

(sample cancer fact sign)

(Front)

Company Name Address Phone #



BAYLOR UNIVERSITY
RELAY FOR LIFE
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SPONSORSHIP / UNDERWRITING AGREEMENT

Yes! We would like support the fight against cancer with the following gift:

Underwriting Opportunities

- _____ Title Sponsor - \$25,000
- _____ Cancer Survivor Celebration - \$6,000
- _____ T-Shirt Underwriter - \$5,000
- _____ Luminaria Ceremony - \$2,500
- _____ Caring Spirit Club - \$1,000
- _____ Recognition Awards - \$1,000 (2)
- _____ Entertainment Stage- \$900 (2)
- _____ Games and Activities - \$500 (2)
- _____ Sponsor Thank You Party and Wrap-Up - \$500
- _____ Zombie Lap - \$500
- _____ Printing and Postage - \$300

General Sponsorships

- _____ The President's Green and Gold Club - \$3,500
- _____ The Immortal Ten - \$2,500 – \$3,499
- _____ The Baylor Line - \$2,000 – \$2,499
- _____ The Bear Pit - \$1,000 – \$1,999

In-Kind Donations

- _____ Midnight Meal and Breakfast - \$500 (2)
- _____ Coffee – In-Kind Donation
- _____ Water and Other Beverages – In-Kind Donation
- _____ Media Sponsor - \$3,500
- _____ Cancer Fact Sign Sponsor - \$50
- _____ (# requested=___ for a total of \$___)
- _____ In-Kind Donation of _____, estimated value of _____

This form and your electronic logo must be received no later than March 1st, 2008 to have company logo/name placed on the shirt. Electronic logo must be emailed to Hayley_Marshall@baylor.edu (format needs to be pdf, tiff, jpeg or eps).

\$_____ **Amount of Payment Enclosed**

Check made payable to American Cancer Society. **Tax ID # 74-1185665.** Mail check and underwriting and sponsorship agreement to:

Baylor Relay For Life
c/o Hayley Marshall
One Bear Place # 97202
Waco, TX 76798-7202

Company/ Individual Information:

Authorized Signature

Company/Organization

Printed Name of Signature

Mailing Address

(Date) _____ Phone (_____) _____ Fax (_____) _____

Please enclose the Sponsorship/Underwriting Agreement and Company Information page with donation check.

If you have any questions, please call (254) 710-2644, e-mail BU_Relay@baylor.edu or look under the Sponsorship tab at www.baylor.edu/relayforlife