

Shawnee County Corporate Sponsorship Proposal
Principal Corporate Sponsors
\$10,000

Principal Corporate Sponsors are in the spotlight. Over 1,000 participants and spectators attended last year's impressive ***Relay for Life*** held at Topeka West High School and the "***On the Trail to a Cure***" Trail Ride held at Hudson Ranch. American Cancer Society events offer a unique opportunity for our community to gather support and remembrance of all those touched by cancer. The ***Relay for Life*** and "***On the Trail to a Cure***" Trail Ride are extremely visible opportunities in providing maximum exposure for your company name and product.

Designated as a *Principal Corporate Sponsor*
your company will receive the following benefits:

Relay for Life

- Your corporate name is mentioned in conjunction with the title of the event. (i.e.; Company X presents the American Cancer Society's Relay for Life....)
- Your corporate name will be used in the presentation of medals, engraved with your company logo, to cancer survivors during the Cancer Survivor Celebration.
- Your company will be acknowledged during each ceremony.
- Corporate acknowledgment in all media releases and advertisements and all collateral material.
- Your corporate logo can be displayed at three different locations, if you choose to provide a banner.
- Your corporate logo and designation as Principal Corporate Sponsors on over 400 T-shirts.
- Your corporate name announced hourly over public address system.
- Permission to use event logos and Principal Corporate Sponsor designation in corporate advertising and promotion through August 31, 1999.
- Space provided for a demonstration of your product and services.
- Invitation to the Sponsorship Breakfast with a plaque presentation and media coverage.
- Two complimentary team entries.
- Your company's participants registration waived.

"On the Trail to a Cure" Trail Ride

- Your corporate name is mentioned in conjunction the title of the event. (i.e.; Company X presents the American Cancer Society's Relay for Life...)
- Your company will be acknowledged during the evening program.
- Corporate acknowledgment in all media releases and advertisements and all collateral material.
- Your corporate logo and designation as Principal Corporate Sponsor over 500 T-shirts.
- Your company name/logo will appear on all posters.
- Your corporate banner displayed, if you choose to provide such a banner.
- Your company name will be in our media blitz, which includes public appearances on local television stations, public announcements on local radio stations and numerous newspaper and magazine articles.
- Permission to use event logos and Principal Corporate Sponsor designation in corporate advertising and promotion through August 31, 1999.
- Company literature or premiums may be included in goodie bags.
- Invitation to award ceremony with a plaque presentation and media coverage.

Bronze Sponsor

*For your sponsorship of \$1,000,
your company will receive the following benefits:*

Relay for Life

- Your corporate name will appear on the T-shirts.
- Your company name listed on the Wall of Recognition.

On the Trail to a Cure

- Your company name listed on the Wall of Recognition.

Night of Wine and Roses

- Your company listed in the catalog.

All events offer the following:

- * A selection of various cancer control programs.
- * At the end of the year, your company will receive a letter with an overview of each event.

Silver Sponsor

*For your sponsorship of \$2,500,
your company will receive the following benefits:*

Relay for Life

- Your company name listed on the Wall of Recognition.
- Your corporate name will appear on the T-shirts.
- Your company name listed in the Program.
- Acknowledgment at all team captain meetings.

On the Trail to a Cure

- Your company listed on the Wall of Recognition.
- Company premiums or literature included in the goodie bags.

Night of Wine and Roses

- Your company name listed in the brochure.

Coaches vs. Cancer

- Your company name listed in the brochure.

All events offer the following:

- * A selection of various cancer control programs.
- * At the end of the year, your company will receive a letter with an overview of each event.

Gold Sponsor

Major event sponsors receive a high level of acknowledgment for their generous support of the American Cancer Society. For your sponsorship of \$5,000, your corporation will receive the following benefits:

Relay for Life

- Your company acknowledged over the public address.
- Your company logo listed in the program.
- Your corporate logo/name will appear on the T-shirts.
- Your company's participants registration waived.
- Your corporate banner will be displayed, if you choose to provide such a banner.
- Acknowledgment at all team captain meetings.

On the Trail to a Cure

- Your company name will appear in the registration form.
- Your company acknowledged over the public address.
- Your company name will appear on all posters.
- Your corporate banner will be displayed, if you choose to provide such a banner.
- Company literature or premiums included in the goodie bags.

Washburn Coaches vs. Cancer

- Your company logo included in the brochure.
- Your company logo displayed at the Coaches vs. Cancer table.

Night of Wine and Roses

- Your company logo in the brochure.
- Recognition during the evening of the event.

All events offer the following:

- * A selection of various cancer control programs.
- * At the end of the year, your company will receive a letter with an overview of each event.

Cancer Control Programs

Cessation Resources

The American Cancer Society cares about helping those smokers who wish to address their addiction and move toward a tobacco-free lifestyle. Companies may provide a "quit packet" to facilitate efforts of those employees who are trying to stop. This self-help packet provides them with the information and strategies needed to direct their own efforts at stopping.

Wellness

Participants are provided a basic understanding of cancer and proactive steps that can be taken to prevent cancer. Misconceptions about cancer are corrected and good news about the progress being made in the fight against cancer are shared. This program is designed to fit a 15-60 minute time frame.

Nutrition

This presentation on diet and nutrition will provide information to reduce cancer risk and to eat smarter.

Cancer Screenings

Notification of community cancer screenings when available. Screening examinations, conducted regularly by a health care professional can result in the detection of cancers at earlier stages, when treatment is more likely to be successful.

Personal Advocacy Training

Participants are taught skills to communicate more effectively with their health care provider. This is a two hour presentation.

Breast Health Training

Information on breast self exam, clinical breast exam and mammography will be presented. Participants will learn the risk for developing breast cancer. This program is designed to fit a 15-60 minute time frame.

When Someone You Know Has Cancer

Presentation on how to support and relate to a coworker who has been diagnosed with cancer. This is an hour presentation.

Camp Hope

Camp Hope is a camp for children ages 8-21 who have or have had cancer. Camp Hope provides an opportunity for a child with cancer to participate in a summer camp program. There is no cost for the children to attend. This is a half-hour presentation.

Materials

All materials are provided free of charge. Allow five days to process orders.

*Please contact the American Cancer Society to schedule these programs at your worksite.
Please allow 2 weeks notice.*

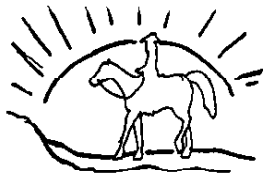
Night of Wine and Roses

November 13, 1999



The *Night of Wine and Roses* is an optional black-tie annual event. The evening begins with wine, hors d'oeuvres and a silent auction. Followed by a live auction featuring exquisite wines, exciting trips through wine country and other unique and tempting items. Guests also have the opportunity to bid on silent auction items including rare wines, works of art and weekend getaways.

This year marks the fourth annual *Night of Wine and Roses* for Shawnee County. The event has grown more spectacular each year. The guest list continues to expand for this glamorous and worthwhile event. In 1998, the *Night of Wine and Roses* raised \$18,000.



“On the Trail to a Cure” Trail Ride

June 19 & 20, 1999

The **“On the Trail to a Cure”** Trail ride is a nationally recognized annual event conducted with assistance from the Brushbusters Saddle Club. This fundraiser is held in the beautiful Flint Hills on the A.B. (Aye) Hudson Ranch west of Topeka.

 * Participant registration is \$30. *
 * Participants collect donations *
 * prior to registration and receive *
 * coupons for prize drawings. *

 * Last year over 520 riders joined *
 * in the fun while raising over *
 * \$47,000. *

 * **Highlights of the weekend include:** *
 * *Breathtaking Scenery* *
 * *Pancake Feed each Morning* *
 * *Midwestern BBQ* *
 * *Fantastic Awards and Prizes* *
 * **Entertainment scheduled for the 1999 event includes:** *
 * *Cowboy poet - Jeff Anslinger* *
 * *Daren's Music Box* *

Coaches vs. Cancer



Coaches vs. Cancer IKON 3 Point Attack is a fundraising program that recruits basketball fans - individuals, businesses and clubs and organizations to help in the fight against cancer. Participants can pledge anywhere from \$.05 to \$10 or more for every 3-point basket made during the season.

Inspired by the untimely death in 1993 of former North Carolina State Coach Jim Valvano, the National Association of Basketball Coaches (NABC) and the American Cancer Society have teamed up to fight cancer through the Three-Point Attack.

Pledges for the Three-point Attack may be made to any or all of the following universities:

- * Washburn University currently in their Fifth Season
- * Kansas University currently in their Fourth Season
- * Kansas State University currently in their Third Season

In 1998, the Coaches vs. Cancer program in Shawnee county raised \$17,000 for the three participating schools.

Coaches vs. Cancer focuses its efforts on tobacco prevention education with youth. Funds raised help support the following American Cancer Society programs in your community:

- * Great American Smokeout
- * Great American Smokescream
- * School Health Education and Tobacco use
- * Support networks on breast, prostate and other cancers
- * State and federal regulation of tobacco advertising and marketing



Relay for Life

June 11 & 12, 1999

***Relay for Life* is a 16-hour team event which raises funds for the American Cancer Society.**

- ☞ Participants pay a \$10 registration fee (which may also be paid by their company/organization) and then raise at least \$100 from their friends and/or family, etc.
- ☞ Relay teams, consisting of 10 to 15 people, come from businesses, churches, community groups and extended families.
- ☞ Teams agree to have one member on the track at all times during the 16-hour event. Other team members may sleep, socialize, watch a wide variety of entertainment or engage in a number of planned activities.

***Relay for Life* is a celebration of all the American Cancer Society does in our community. The event focuses on honoring cancer survivors and remembering those who lost their battle with cancer.**

- ☞ The event opens with a cancer survivor walk. All cancer survivors in the community are invited to partake in the first lap of the Relay to exhibit the courage they have in fighting this disease.
- ☞ After dark, candles are lit during a luminary ceremony to honor cancer survivors and to remember those we have lost to cancer. Presold luminary bags designate the honored individuals.

In 1998, over 300 people participated in the Shawnee County Relay for Life and raised \$44,000. A successful ***Relay for Life*** raises a significant amount of money to fight cancer, while greatly increasing community awareness. It is a wonderful stimulate that creates a real sense of relationship and camaraderie among the participants.

The American Cancer Society



Hope. Progress. Answers.

The American Cancer Society is the nation's largest and most respected voluntary health agency. Funds raised are used to fight cancer through:

research ❖ education ❖ advocacy ❖ service

<p>RESEARCH 41%</p>	<p>Over the last 50 years, cancer survival rates have risen from 10% to over 50%. The American Cancer Society continues to be the leader in cancer research. Through generous donations, the American Cancer Society has funded promising cancer research. During 1997-1998 over \$100 million in American Cancer Society research grants were awarded across the nation. To date, the American Cancer Society has dedicated more than \$2 billion to cancer research.</p>
<p>PREVENTION 13%</p>	<p>Cancer survival rates could rise more if more people knew and followed the American Cancer Society's guidelines. Volunteers work throughout the Heartland educating the public about how to prevent cancer and reduce its effects. Speakers, videos and literature are provided to schools, organizations, businesses and individuals free of charge. In addition, Relay for Life has had a tremendous impact on a community's awareness of cancer risks and lifestyle choices.</p>
<p>PATIENT SERVICES 12%</p>	<p>The American Cancer Society provides information, support and guidance to people with cancer, those who love them and their communities. Through the American Cancer Society's national call center, computerized information about the latest developments in the cancer field are provided at no charge. Donor dollars also provide a number of service and rehabilitation programs to patients including support programs, transportation assistance, nutritional supplement assistance, cancer camps, wigs, turbans, prosthesis and more.</p>
<p>DETECTION / TREATMENT 9%</p>	<p>We know that one in three Americans will get cancer in their lifetime and one in eight women will get breast cancer. Cancer affects everyone, either directly or indirectly. American Cancer Society research dollars have been a part of every single detection and treatment discovery made. The American Cancer Society teaches women the importance of early detection through breast self-examination, clinical breast exams and mammograms.</p>
<p>FUNDRAISING 20%</p>	<p>The American Cancer Society strives to share lifesaving messages about cancer prevention and early detection while seeking to raise funds to achieve our goals. The American Cancer Society is given the highest ratings by the philanthropic oversight groups.</p>
<p>MANAGEMENT & GENERAL 5%</p>	<p>Costs associated with administering all American Cancer Society programs.</p>