

APPLICATION FOR MCDL COMMUNITY EVENT GRANT

ORGANIZATION INFORMATION:

Name: Relay For Life of McKinney

Federal Tax I. D. 13-1788491 Incorporated: 1949 or sooner

Mailing Address: Relay For Life of McKinney
5100 Eldorado Parkway
Suite 102, PMB #727
McKinney, Texas 75070

Phone: 972-898-6907 Fax: None Email: sklaird47@gmail.com

Website: relayforlife.org/mckinneytx

Check One: Nonprofit – 501(c) Attach a copy of IRS Determination Letter
 Government entity
 For Profit corporation
 Other

Professional affiliation and organization to which your organization belongs:
American Cancer Society (ACS)

REPRESENTATIVE COMPLETING APPLICATION:

Name: Sharon Laird

Title: Event Lead

Mailing Address: 8801 Falcon View Dr.

City: McKinney ST: Texas Zip: 75070

Phone: 972-898-6907 Fax: None Email: sklaird47@gmail.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Sharon Laird

Title: Event Lead

Mailing Address: 8801 Falcon View Dr.

City: McKinney ST: Texas Zip: 75070

Phone: 972-898-6907 Fax: None Email: sklaird47@gmail.com

FUNDING

Total amount requested: \$10,085.00

PROJECT/PROMOTION/COMMUNITY EVENT

Start Date: April 24, 2015 Completion Date: April 25, 2015

BOARD OF DIRECTORS – None – strictly volunteer driven event

LEADERSHIP STAFF

NO PAID STAFF

Relay For Life of McKinney is a volunteer-driven event. No money is paid to a staff person out of the funds raised for the event. The American Cancer Society provides a staff person who is a liaison between the event and ACS and serves as an invaluable resource for how to manage and grow the event.

The ACS Staff assigned to McKinney's Relay is:

Misha Chapman
Relay Specialist
American Cancer Society
214-460-3263 Phone
Misha.Chapman@cancer.org

VOLUNTEER LEADERSHIP

Sharon Laird cell: 972-898-6907 email: sklaird47@gmail.com
Jill Edleman
Stacey DiSpigno
Ginnie Brand

NARRATIVE

I. Applying Organization

In its 30 years nationwide, Relay For Life (RFL) has become the American Cancer Society's signature event. Their mission statement is a voluntary organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service. **Its' goal is to raise money to fight all types of cancer in children, in men and in women and for people of all races and economic levels.** Relays are held in every state of the United States and in 23 other countries. Each of the 5,103 Relays in the United States is a volunteer-driven, local community event. Team members commit to walk the track during the event. Each team member also commits to raise a minimum of \$100 through pledges or fundraising activities. The money raised goes to ACS for cancer research and patient services that directly benefit McKinney residents. Relays bring together people for an important common cause --- to find a cure for cancer. **Since 2002, McKinney residents have come together, on teams or as committee members, once again showing that this rapidly growing community can still unite as a "neighborhood" to make a difference for residents of all ages whose lives have been touched by cancer.**

We have teams that come from other cities like Van Alstyne, Plano, and Farmersville as they want to be involved in the McKinney Relay because of its **reputation and because it is so well known.** We have Survivors that also come from even other States and other cities in Texas to participate. Our Relay even has a connection with the Hohenfels Military Community in Germany who is doing a Relay For Life event and communicating with McKinney committee. Also some of our Survivors come from Irving and other cities, and out of state like Arkansas. **All of these things help recognize the City of McKinney as a great city!**

Since the **RFL of McKinney is the #1 event in North Texas and 3rd in the State of Texas** it gets a lot of attention by other Relayers throughout the county. McKinney Relay was named as one of the **top 25 Relays in the Nation**, which is very impressive since there are over 5,100 Relays in the US. Also McKinney Relay is **#4 out of over 700 Relays in the High Plains Division** which comprises of 8 states. **McKinney's RFL success is recognized at every RFL Area and National Summit and throughout the American Cancer Society organization.**

The money raised is used by The American Cancer Society for **research, education, advocacy and patient services.** These services include:

- **Personal Health Manager program** – distributed at both Baylor of McKinney and Texas Oncology
- **Wigs, turbans and head coverings**
- **Road to Recovery Program** – trained volunteers drive cancer patients to and from treatments
- **Look Good...Feel Better Program** – free service that teaches female cancer patients beauty techniques to help restore their personal appearance and self-image during treatment
- **Childhood Cancer Survivor Scholarships** - \$1,000 Scholarships given to individuals who were diagnosed with cancer before the age of 21

In 2012, ACS saved 41,000 patients and their caregivers more than \$26 million in lodging costs by providing a free place to stay when they have to travel for treatment. Since 1946, ACS has invested more than \$3.9 billion in cancer research that has helped with several breakthroughs.

In 2011, 670 Collin County cancer patients **received** at least one of these services. HIPPA does not allow us to know who, but we do know that we have two of the larger cancer centers located here, so we are confident that many of those are McKinney residents and also come from other cities. Another reason why the City of McKinney is recognized.

This event helps to enhance the quality of life for McKinney residents who have or have had cancer, creates more "birthdays", and gives business new opportunities to be involved in the community.

II. COMMUNITY EVENT

Relay For Life **One** is to raise money so that, through research, the battle against cancer can be won! The **Second** is to celebrate and support the lives of those who have been diagnosed with cancer and who have survived while honoring those who lost their battle. Relay For Life of McKinney will be held April 24 – April 25, 2015 from 7 p.m. until 1 a.m. at The Ballfields at Craig Ranch. Event is open to the public and there is no admission fee.

There were over 2,500 people in attendance (Fire Marshall Estimate) at the 2014 Relay. What that means is that in addition to the 1,028 McKinney residents who participated as a Team member, Committee member, Survivor or Caregiver, there were more than 1,470 Spectators who came from around the Metroplex or around the country to be a part of the event or support family or friends who are cancer survivors. McKinney, as a community, receives high acclaim from the American Cancer Society, not only for the size and quality of our Relay For Life event, but also for being a caring community of businesses and individuals that whole-heartedly supports Relay For Life.

Teams from local businesses, clubs, schools, churches, families, service organizations and groups of friends commit to be a part of a team. Team members take turns walking so that the team has someone on the track during the entire 6 hours. Each of the team members is asked to raise a minimum of one hundred dollars pledges or fund-raising efforts.

While the Relay event is for only 6 hours, the above ACS services are provided to McKinney cancer patients' year around, 52 weeks a year. Many, if not most of the recipients of these services may never have heard of Relay but yet benefit from the hard work of the committed Relay team members and event planning team volunteers. We know that this is another way that the growing community of McKinney continues to take care of their "neighbors" and be the best city in America!

Cancer survivors kick-off the Relay For Life event as part of the Opening Ceremony by walking the first lap, the "Survivor Lap". Being with other survivors is an uplifting and encouraging experience for individuals who have been diagnosed with cancer and who may still be receiving treatment. It gives them hope and lets them know that cancer can be defeated. Their caregivers who come from all over the country also participate. Around 9 PM after it is dark a luminaria ceremony is held where those with cancer and those that we have lost are honored with luminarias around the track.

During the rest of the evening there is entertainment on the stage and activities on the field for teams, families and spectators along with an on-site raffle, team fundraisers.

All of this strengthens community knowledge around cancer and early detection and having a celebration environment while raising funds.

Has a request for funding, for this Project/Promotion/Community Event, been submitted to MCDC in the past?

Yes

No

III. Financial

Provide an overview of the organization's financial status including the impact of this grant request.

- If funds are not received from MCDC than our net profit will be less and will impact what the American Cancer Society is able to do especially in the area of research.

Please attach you budget for the current year and audited financial statements for the preceding two years. If financials are not available, please indicate why.

- The 2015 event budget is Attachment 3 and the budget items requested are listed on Attachment 3 A. At our level we do not have audited financial but the American Cancer society certainly does and they maintain records by each Relay.

Relay For Life of McKinney would like to invite the **McKinney Community Development Corporation** to once again partner with us for the 2015 Event. Our request is for **\$10,085** which will pay for all team member and team captain t-shirts, the survivor and caregiver t-shirts along with the t-shirts for the various committees. The **MCDC logo** and name will appear on the back of each of the more than 1,800 participant t-shirts.

Also, as a part of our new marketing efforts, we are also asking MCDC to provide funding for the cost of banners to be placed in business locations, encouraging residents and employees to participate in the 2015 Relay on April 24th – April 25th.

The 2014 Relay For Life event NETTED \$348,738 and was a great success but we can do better. **Ninety-one percent of every dollar raised by McKinney's Relay For Life event was donated back to ACS for research, education, advocacy and patient services.** The goal of the 2015 Relay For Life Committee is an aggressive one. The goal is to raise an additional \$100,000!

In addition to the expansion of the number of committees and individuals involved in the planning process and the development of new community partnerships, additional income sources are being investigated. Efforts are in place to have a pre-Relay activity called "Event Enhancer". This activity provides an opportunity to involve McKinney residents and **others outside of the City** who otherwise might not be aware of Relay to attend Relay and offer another opportunity to raise awareness about the Event and the cause.

V. Metrics to Evaluate Success

The evaluation of our success will be measured by various factors but largely in the amount of funds raised for the event. Certainly, participant satisfaction will be another factor.

These are the 2015 goals that are a step to making that happen:

- ◆ Increase # of Teams from 92 to 125
- ◆ Increase # of McKinney residents on Teams (1,073 in 2014)
- ◆ Increase # of Survivor participants from 203 to 300
- ◆ Increase # of Caregiver participants from 150 to 250
- ◆ Increase # of Spectators who come to support the evening
- ◆ Increase the money raised from Sponsorships by 35% to \$125,000
- ◆ Increase the money raised by Teams from \$263,130 to \$325,000
- ◆ Increase the REVENUE to \$450,000

These are aggressive goals that we feel can be accomplished through a two-pronged approach, both of equal importance.

Number One is Reengaging Community

This year our leadership structure is that of Tri-Chair structure with committees under each Chair. That allows us to add new McKinney participants in the planning process as committee members. It will also help us train new leadership for the future. This year we are using a Tri-Lead Structures with sub-committees under each Lead. By defining narrower tasks to be accomplished by each Committee, we feel we will increase the quality of all of the activities and thus the entire Event.

We are also working on reengaging MISD in our event. The schools have always been a big part of our event but we need to work to reengaged them to participate. We have met with the MISD Board of Trustee President, Amy Dankel, who is very much behind our event. There will also be a meeting with the new MISD Superintendent of Schools in January.

Number Two is the growth of Community Partnerships.

Partnerships with community organizations are actively being explored and established in a way that Relay has never before accomplished. Current partnerships that are in the works for the 2015 Relay include:

**Independent Bank, Baylor of McKinney, Victory Hospital at Craig Ranch
Texas Oncology, McKinney ISD, PSA of McKinney
Pat Lobb Toyota, The Ballfields at Craig Ranch, KLAKE**

Sponsorships are not actively pursued till January 2015 but many of the prior sponsors have already been initially contacted. We have also already met with other new potential sponsors and will be hitting this hard in January.

The McKinney Community Development Corporation initially became a partner with Relay For Life in 2007. MCDC brought to Relay, a credibility and status that boosted the Event's corporate and business donations. Sponsor support increased by almost \$65,000 that year over the previous year. MCDC continues to be a great asset to both the Sponsor Committee as they solicit financial support

from the community as well as to the Event Leads and Event Committee as they work to establish a variety of partner relationships.

The Event Planning Committee for Relay For Life of McKinney meets within the first month following Relay for the purpose of evaluating the year's event. The assigned staff from the American Cancer Society attends and together they record suggestions for improvement and brainstorm new ideas for the up-coming year

Each Team Captain receives an evaluation form on the night of the Relay event. They are encouraged to share it with their team members during the night so that they can offer suggestions as to how the Relay planning team can improve the event. They are asked to complete the form and return it that night. Also after the event ACS sends out a Survey Monkey survey to all participants, although we have found in the past that it is not responded to by many.

The Survivor Committee also uses an evaluation form at each of its activities and the night of Relay. They continually look for ways that Survivor activities can be improved and more beneficial for their participants.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotion/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for the purpose described in this application;
- MCDC will be recognized in all marketing, outreach, advertising and public relations as a funder of the Project/Promotion/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement;
- Organization’s officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotion/Community Event for which funds were received.
- A final report detailing the success of the Project/Promotion/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotion/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotion/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC’s receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotion/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies

We hereby certify that all figures, facts, and representation made in this report including any attachments, are true and correct to the best of our knowledge.

Chief Administrative Officer:

Representative Completing Application:

Sharon Laird

Signature

Signature

Typed Name

Sharon Laird, Event Lead
Typed Name

1-2-15

Date

Date

ATTACHMENT 3 A

2015 RELAY FOR LIFE OF MCKINNEY FINANCIAL REQUEST OF MCDG

Marketing / PR

1. T-Shirts

Team Members / Team Captains (1,800)	\$ 6,300
Survivors (300)	\$ 1,050
Caregivers (300)	\$ 1,050
Relay Committee (50)	\$ 175
Survivor Committee (20)	\$ 70
Logistics Committee (20)	\$ 70
Luminaria Committee (20)	\$ 70
Sponsors (210)	\$ 735

Sub-Total \$ **9,460.00**

2. Banners

15 Ten Ft. Banners	\$ 400
1 Four Ft. x Fifteen Ft. Banner	\$ 225
Sub-Total	\$ 625.00

TOTAL REQUEST: \$ **10,085.00**

ATTACHMENT 3 EXPENSE BUDGET

RFLof McKinney 2015 Expense Budget	2015 Budget
SURVIVOR COMMITTEE	
All events:	
Survivor Banner 2015	\$ 100.00
Postage/Envelopes, paper, misc, raffle tickets	\$ 670.00
Christmas Cards	\$ 100.00
T-Shirts: Survivors (300) * 3.50	\$ 1,500.00
T- shirts: Caregivers (300) * 3.50	\$ 1,500.00
T-shirts: Survivor sub Team (20) *3.50	\$ 70.00
Survivor gift for Community Kickoff	\$ 80.00
Caregiver Shirt engraving if needed	\$ 500.00
Survivor Additional event	
Food - donated	\$ 500.00
Drinkis - water/tea/lemonade	\$ 50.00
Decorations	\$ 50.00
Survivor Dinner:	
Decorations	\$ 200.00
Centerpieces- hopefully donated	\$ 400.00
Door prize, bags, tissue, ribbon	\$ 40.00
Relay Night:	
Survivor medallions 300 *	\$ 900.00
Plates, napkins, forks	\$ 100.00
Drinks - water/tea/coffee	\$ 100.00
Balloons - Survivor Lap & Tent	\$ 300.00
Survivor Food & Cake - Donated	\$ 500.00
Door Prize supplies -tickets buckets, bags, etc.	\$ 50.00
Plastic table cloths, round & long	\$ 75.00
Centerpieces	\$ 50.00
Decorations	\$ 50.00
Misc Items:	\$ 50.00
SECURITY/SAFETY	
Police	
2 police 6PM - 1 AM	\$ 490.00
Security after event is over till vendors pick up items	\$ 250.00
Firefighter/Paramedeic	
2 firefighter/paramedics 6 PM - 1 AM	\$ 490.00
Command Post fuel expense	\$ 50.00
TEAM RECRUITMENT	
Team Captain Meeting #1 - February	\$ 50.00
Team Captain Meeting #2 - March	\$ 50.00
TC Campsite Selection #3 - April	\$ 50.00
Wrap Up Party - May	\$ 100.00
MARKETING/PUBLICITY	
New Banners to be placed in community	\$1,100.00

REGISTRATION	
Misc supplies	\$ 25.00
ACCOUNTING	
Dinner for Bank night - try to get donated-	\$ 200.00
Misc - postage	\$ 10.00
ADVOCACY/MISSION	
Misc supplies needed for night of Relay	\$ 25.00
Gift for ACS CAN contest - hopefully donated	\$ 100.00
ENTERTAINMENT	
Disc Jockey	\$ 600.00
Misc	\$ 100.00
LUMINARIA	
Colored bags, printer ink	\$ 200.00
T-Shirts- Luminaria sub-committee - 20*\$3.50	\$ 70.00
ACTIVITIES	
Prizes - misc day of relay	\$ 200.00
Bouncehouse-try to get donated - offset by charge to play	\$ 600.00
SPONSORSHIP/UNDERWRITING	
t-shirts for sponsors 175 *3.50	\$ 612.50
Misc- gift bags, ty notes, etc.	\$ 100.00
GENERAL COMMITTEE	
Incentive individual prizes	\$ 3,500.00
Mail Box Rental- 12 month rental - Nov 14 to Nov 15	\$ 150.00
Republic Self Storage - 12 month rental 1/5/15 to 1/6/16	\$ 1,000.00
T-Shirts - Committee - 33 *\$3.50	\$ 150.00
T-Shirts-Participant, T-Captain - 1,800*3.50	\$ 3,000.00
Committee Gifts - Year End Gift	\$ 175.00
Committee lunch day of Relay	\$ 100.00
Misc	\$ 500.00
LOGISTICS	
T-shirts for logistic sub-committee - 25*3.50	\$ 90.00
Audio	\$ 3,000.00
New Signage	\$ 300.00
Extra Lightning	\$ 700.00
Cat Generator & Electrical	\$ 2,000.00
Dallas Party and Tent - tents and chairs, tables	\$ 4,100.00
Screen for Stage	\$ 2,770.00
Portable Toliets & Sinks	\$ 500.00
City Permit	\$ 150.00
Misc supplies - Toliets Paper, campsite stakes, trash bags twine, water for Set Up Crew/Lunch	\$ 100.00
U-Haul trailer rental - day of Relay	\$ 100.00
Sound system for Survivor tent	\$ 200.00
Fencing - Not Needed	
TOTAL BUDGET	\$ 36,012.50

Other Attachments:

**Sponsorship commitment form
501C Letter**

**INTERNAL REVENUE SERVICE***Ogden, IRS Center***Department of the Treasury***P.O. Box 9941, Ogden, Utah 84409**MS 6273***Refer Reply To: 0423291513
Date: January 31, 2012 3910C**

AMERICAN CANCER SOCIETY INC
NATIONAL HOME OFFICE
% FINANCE
250 WILLIAMS ST 4TH FLR
ATLANTA GA 30303

Taxpayer Identification Number: 13-1788491

Dear Taxpayer:

We received your request dated January 05, 2012, asking us to verify your Employer Identification Number 13-1788491 and name.

This letter confirms the parent and subordinate organization are exempt under Section 501(c) [3] of the Internal Revenue Code.

Parent Organization
Name: AMERICAN CANCER SOCIETY INC

Subordinate Organization

EIN: __
Name:

The EIN and Name on our records is 13-1788491 and AMERICAN CANCER SOCIETY INC NATIONAL HOME OFFICE.

Please provide a copy of this letter to your subordinate. A separate letter will not be mailed to the subordinate organization.

If you have any questions, please call us toll free at 1-877-829-5500. or you can write to us at the address shown at the top of this letter. If you write, please include:

1. A copy of this letter ,
2. Your telephone number and
3. The best hours you can be reached in the spaces below.

You should keep a copy of this letter for your records.

Telephone Number _____ Hours _____

Sincerely Yours,

Ogden Entity Department



TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

P.O. BOX 13528
AUSTIN, TX 78711-3528

April 9, 2002

Ms. Diane Bias
American Cancer Society, Texas Division, Inc.
Post Office Box 149054
Austin, Texas 78714-9054

Dear Ms. Bias:

Our records show American Cancer Society, Texas Division, Inc., Taxpayer No. 1-74-1185665-5, was exempted from the state franchise tax effective February 10, 1949. The corporation is not required to file or pay franchise tax reports as long as the exemption is in effect. In the event that we have reason to believe that it no longer qualifies for exemption, we will notify its registered agent that the exempt status is under review.

The corporation has also qualified for exemption from the limited sales, excise, and use tax as a 501(c)(3) group organization effective August 29, 1977, and been further classified as a charitable organization effective June 7, 1987. And as a charitable organization, it has also been entitled to an exemption from the state portion of the hotel occupancy tax as of that date.

It may issue a sales tax exemption certificate instead of paying the state and local sales tax on taxable items that relate to the purpose of the exempted organization and are not used for the personal benefit of a private party or individual.

Employees traveling on official business for the organization may issue a hotel occupancy tax exemption certificate in the name of the exempt entity instead of paying the state hotel occupancy tax. The method of payment does not affect the exemption.

Individuals or groups who are *not* employees of the exempt organization, but are traveling on official business for the organization and claiming hotel tax exemption, must issue a hotel occupancy tax exemption certificate in the name of the exempt entity *and* pay the hotel with the organization's funds. Paying with the organization's funds is defined as paying with the organization's check or credit card, or by direct billing to the organization.

Copies of acceptable exemption certificates are attached and may be reproduced locally.

If the corporation's name, registered agent, or registered office changes, notify the Secretary of State.

If you have any questions, you can e-mail us at <tax.help@cpa.state.tx.us>, or call me toll free at 1-800-531-5441, extension 3-4142. My direct number is 512/463-4142.

Sincerely,

Wanda K. Carter
Exempt Organizations Section



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Sincerely,

Wanda K. Carter
Exempt Organizations Section



Sponsorship Contract Relay For Life of McKinney

April 24, 2015 - Ballfields at Craig Ranch

* Please type or print clearly your company information exactly as you would like it to appear on Relay promotions, you may include your company Business card.*

Company Name: _____
 Contact Name: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: () _____ - _____ Email: _____

Sponsorship Level

- Title Sponsor \$15,000: Shirts for up to 20 people on your team
- Diamond Sponsor \$10,000: Shirts for up to 15 people on your team
- Platinum Sponsor \$7,500: Shirts for up to 12 people on your team
- Gold Sponsor \$5,000: Shirts for up to 10 people on your team
- Silver Sponsor \$2,500: Shirts for up to 5 people on your team
- Bronze Sponsor \$1,000: Shirts for up to 3 people on your team
- Purple Sponsor \$500:
- White Sponsor \$250:

Size	
Adult Small:	
Adult Medium:	
Adult Large:	
Adult XL:	
Adult XXL:	
Adult 3XL:	
Total Number:	

Method of Payment

- Please invoice me for the amount indicated; *Deadline for shirt logos: March 23, 2015*
- I'd like to make _____ # of payments of \$ _____ (IE - 4 payments of \$500)
- Payment enclosed (checks can be made payable to the American Cancer Society, c/o RFL of McKinney)
- Please charge my: ___ Visa ___ AmEx ___ Mastercard ___ Discover

Name on Card: _____ Account #: _____
 Exp. Date: _____ Billing Address: _____
 Security Code: _____ Phone: _____

Signature _____

Date _____

Please return completed form to:

American Cancer Society, Attn: Relay For Life of McKinney
 5100 Eldorado Parkway, Ste #102, PMB #727, McKinney, TX 75070

For more information, please call: Sharon Laird, 972.898.6907 or email sponsor.mckinneyrelay@gmail.com

ACS Tax ID: 13-1788491 ACS Toll Free: 1-800-227-2345

www.relayforlife.org/mckinneytx



- Address relay participants during opening ceremony
- Poster with your logo displayed throughout the community
- Banner to display at your facility; Company logo on parking passes and signs
- PSA recognition on 97.5 KLAK
- Recognition in Press Releases
- Recognition via PA announcements during event
- Complimentary registration for prime campsite
- Prominent logo on looped video signage during event
- 4 banners displayed at event - 1 Jumbo
- Recognition on "View Our Sponsors" web page
- 20 complimentary event t-shirts
- Prominent logo recognition on event t-shirts
- Logo recognition in event program
- Recognition on printed materials at event-related functions
- Logo recognition in newspaper "Thank You" ad

DIAMOND SPONSOR • \$10,000

- Specialty Sponsorship (i.e. Survivor, Luminaria, Entertainment)
- PSA recognition on 97.5 KLAK
- Recognition in Press Releases
- Recognition via PA announcements during event
- Complimentary registration for prime campsite
- Logo on looped video signage on big screen during event
- 3 banners displayed at event
- Recognition on "View Our Sponsors" web page
- 15 complimentary event t-shirts
- Logo recognition on event t-shirts
- Logo recognition in event program
- Recognition on printed materials at event-related functions
- Logo recognition in newspaper "Thank You" ad

PLATINUM SPONSOR • \$7,500

- PSA recognition on 97.5 KLAK
- Recognition in Press Releases
- Recognition via PA announcements during event
- Complimentary registration for prime campsite
- Logo on looped video signage on big screen during event
- 2 banners displayed at event
- Recognition on "View Our Sponsors" web page
- 12 complimentary event t-shirts
- Logo recognition on event t-shirts
- Logo recognition in event program
- Recognition on printed materials at event-related functions
- Logo recognition in newspaper "Thank You" ad

- Recognition in Press Releases
- Recognition via PA announcements during event
- Complimentary registration for prime campsite
- Logo on looped video signage on big screen during event
- 2 banners displayed at event
- Recognition on "View Our Sponsors" web page
- 10 complimentary event t-shirts
- Logo recognition on event t-shirts
- Logo recognition in event program
- Recognition on printed materials at event-related functions
- Logo recognition in newspaper "Thank You" ad

SILVER SPONSOR • \$2,500

- Recognition via PA announcements during event
- Complimentary registration for prime campsite
- Logo on looped video signage on big screen during event
- 1 banner displayed at event (must bring your own)
- Recognition on "View Our Sponsors" web page
- 5 complimentary event t-shirts
- Text recognition on event t-shirts
- Text recognition in event program
- Recognition on printed materials at event-related functions
- Text recognition in newspaper "Thank You" ad

BRONZE SPONSOR • \$1,000

- Text on looped video signage on big screen during event
- Recognition on 3 Cancer Fact signs
- Recognition on "View Our Sponsors" web page
- 3 complimentary event t-shirts
- Text recognition on event t-shirts
- Text recognition in event program
- Recognition on printed materials at event-related functions
- Text recognition in newspaper "Thank You" ad

PURPLE SPONSOR • \$500

- Recognition on 2 Cancer Fact signs
- Recognition on "View Our Sponsors" web page

WHITE SPONSOR • \$250

- Recognition on 1 Cancer Fact sign
- Recognition on "View Our Sponsors" web page

All materials (company logos, etc.) needed for banners, websites and signs, must be submitted by deadline.

For more information, please call:

Fund the Mission Lead - Sharon Laird, 972.898.6907 or email sponsor.mckinneyrelay@gmail.com

ACS Tax ID: 13-1788491 ACS Toll Free: 1-800-227-2345

www.relayforlife.org/mckinneytx