



IRONSHORE®

PRESENTS



Sponsorship Opportunities 2017

Celebrate. Remember. **Fight Back.**®



The Mission of **Relay For Life of Bermuda** is to raise awareness and funds to support cancer prevention and detection and to improve access to treatment with the local establishment of radiation therapy.



Radiation Therapy Facility due to open mid-2017.

For more information email relayforlife@chc.bm or visit **BermudaRelay.com**  





WHO WE ARE

Bermuda Cancer and Health Centre was established in 1945, and today we are one of the Island's leading cancer detection facilities, diagnosing approximately 80 cases of breast and prostate cancer annually. Each year in Bermuda over 300 of our friends and family are told "You have Cancer" and sadly approx. 80 people will lose their battle to cancer each year. Almost 20% of residents do not have suitable health insurance limiting their access to cancer detection and treatment. Other cancers, we see in our small community, such as lung and skin cancers, are easily preventable through education and awareness. We know we can make a difference in the fight against cancer for our Island.



WHAT IS RELAY FOR LIFE?

The American Cancer Society's Relay For Life® programme is the largest non-profit movement in the world in the fight against cancer. Relay For Life is not just an event, it is a 24-hour experience which encourages communities to come together as part of a global movement to end cancer. For 30 years, Relay For Life has provided inspiration and hope to millions of cancer survivors and caregivers. Beyond this, Relay For Life funds cancer research, education, advocacy, prevention, and treatment.

RELAY FOR LIFE OF BERMUDA

In April 2013, Bermuda became the 21st country to be licensed by the American Cancer Society to hold a Global Relay For Life event. Bermuda Cancer and Health Centre is very excited to host the island's 4th annual Relay for Life event on May 12th and 13th, 2017. During this experience we will celebrate cancer survivors and their caregivers, remember those lost to the disease, and we will honor people fighting cancer. With over 6,200 Relay For Life events worldwide, Bermuda will, again, join 23 other countries in the global fight against cancer this year!



WE NEED YOUR HELP

1 out of 3 people in Bermuda will receive a cancer diagnosis in their lifetime, and currently, there is limited access to care and treatment on island for residents. This is your opportunity to help! The mission of Relay For Life of Bermuda is to raise awareness and funds to support cancer prevention and detection and to improve access to treatment with the local establishment of radiation therapy. 5% of funds raised will go to the American Cancer Society to support Global Relay For Life initiatives, including finding a cure for cancer.



BENEFITS FOR YOUR COMPANY

Sponsorship of Relay For Life of Bermuda's May 2017 event allows you to take part in helping to build lives free of cancer by directly supporting the work done by Bermuda Cancer and Health Centre. Your organization will also send a very distinct and positive message to the community at large in contributing to the experience.



Together we can reach the entire Bermuda population and help save lives!



SPONSORSHIP OPPORTUNITIES

<p>Platinum Sponsors..... \$25,000</p> <ul style="list-style-type: none"> • Opening Ceremony “Welcome” provided by Company representative • Platinum recognition at the Opening & Closing Ceremony • Platinum recognition in Event Programme • Logo on key promotional advertisement • Company banner displayed on Relay field • Company logo on Relay For Life of Bermuda website & Facebook page with option for special profiling of company on Facebook • Free Registration for company team with a 30ft trackside camp space • 10 VIP tickets for Relay Sponsor reception • Special 30 minute highlighted event (e.g. company competition, on-stage company event, company themed lap) 	<p>Gold Sponsors..... \$15,000</p> <ul style="list-style-type: none"> • Gold recognition at the Opening & Closing Ceremony • Logo on key promotional advertisement • Gold recognition in Event Programme • Company banner displayed on Relay field • Company logo on Relay For Life of Bermuda website & Facebook page • Free Registration for company team with a 20ft trackside camp space • 8 VIP tickets for Relay Sponsor reception • Special 15 minute highlighted event (e.g., company competition, on-stage company event, company themed lap)
<p>Ceremony Sponsors.....\$10,000</p> <ul style="list-style-type: none"> • Ceremony “Welcome” provided by company representative during Remembrance or Fight Back Ceremony • Recognition in Event Programme • Company banner displayed on Relay field • Free registration for company team with a 15ft trackside camp space • 4 VIP tickets for Relay Sponsor reception • Special 10 minute highlighted event (e.g., company competition, on-stage company event, company themed lap) 	<p>Relay Sponsors.....\$5,000</p> <ul style="list-style-type: none"> • Recognition at the Remembrance (Lumanaria) or Fight Back Ceremony • Recognition in Event Programme • Company banner displayed on Relay field • Free team registration for 1 team (up to 30 people) with a 15ft trackside camp space • 2 VIP tickets for Relay Sponsor reception
<p>Entertainment & Activity Sponsors..... \$2,000</p> <ul style="list-style-type: none"> • Company banner displayed on Relay field • Recognition in Event Programme • Sponsor acknowledgement at kiddie land or other entertainment or activity event 	<p>Lap Sponsors.....\$1,500</p> <ul style="list-style-type: none"> • Company Lap* during the 24 hours. Sponsor may choose theme for their lap. • Recognition in Event Programme
<p>Banner Sponsor..... \$1,000</p> <ul style="list-style-type: none"> • Company banner displayed on Relay field • Recognition in Event Programme 	<p>Logo Sponsor.....\$500</p> <ul style="list-style-type: none"> • Company Logo displayed on main event banner • Recognition in Event Programme

*Company laps will include stage announced information about the company and the company teams will be invited to lead each company lap. Each lap is 1/3 of a mile.



**2017 RELAY FOR LIFE OF BERMUDA
SPONSORSHIP AGREEMENT**

Company/Sponsor Name: _____

Mailing Address: _____ Parish _____ Postal Code _____

Contact Name: _____ Contact Number: _____

Email: _____

Please select Sponsorship Level:

- Platinum Sponsor..... \$25,000
- Gold Sponsor..... \$15,000
- Ceremony Sponsor..... \$10,000
- Relay Sponsor..... \$5,000
- Entertainment or Activity Sponsor..... \$2,000
- Lap Sponsor..... \$1,500
- Banner Sponsor..... \$1,000
- Logo Sponsor..... \$500
- General Sponsorship..... \$_____

PAYMENT INFORMATION

- Direct Deposit:** Direct Deposits can be made to *Bermuda Cancer and Health Centre* either in
US Dollars: BNTB Account No. 20-006-840-011607-100 *OR* HSBC Account No. 006048482511
Bermuda Dollars: BNTB Account No. 20-006-060-372314-200 *OR* HSBC Account No. 006-048482-011
 Please be sure to make the notation "Relay for Life Sponsor"
- Cheques:** Cheques can be made payable to *Bermuda Cancer and Health Centre*.
- Credit Cards or Cash:** For credit card or cash payments, please email us at finance@chc.bm for instructions.

Print Name: _____

Signature: _____ Date: _____

Please send this form, along with payment choice, to: Bermuda Cancer and Health Centre
 Attn: Relay for Life
 P.O. Box 1562, Hamilton HM FX

NOTES: *Custom sponsorship opportunities available upon request.*
Contributions must be received by April 15, 2017 to secure inclusion in promotional materials.

For more information and to email logos and text please contact sponsorship@relayforlife-bermuda.org