

SPONSORSHIP OPPORTUNITIES

2014



Celebrate. Remember. Fight Back.®



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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 230 of our friends and family are told every year "You have Cancer" and sadly 80 people will lose their battle to



cancer. A growing number of residents do not have suitable health insurance or 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 29 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 first Relay on May 30th and 31st, 2014. 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 join 23 other countries in the global fight against cancer this year!





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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! 95% of the funds raised through Relay For Life will help Bermuda deliver important cancer prevention programmes such as the Centre's Lung, Colorectal and Cervical Cancer awareness initiatives. Funding will also enable us to improve opportunities for early cancer detection and treatment for all our community members. 5% of funds 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 2014 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!



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SPONSORSHIP OPPORTUNITIES

<p>Presenting Sponsors..... \$25,000</p> <ul style="list-style-type: none"> • Opening Ceremony “Welcome” provided by Company representative • Lead recognition at the Opening & Closing Ceremony • Lead recognition in Event Programme • Logo on key promotional brochures & advertisement • Company banner displayed on Relay field • Company logo on Relay For Life of Bermuda website & Facebook page • Free Registration for two company teams (up to 30 people) • 4 VIP tickets for survivor reception • 4 Company Laps* during 24 hours. Sponsors may choose themes for their laps 	<p>Lead Sponsors..... \$15,000</p> <ul style="list-style-type: none"> • Recognition at the Opening & Closing Ceremony • Logo on key promotional brochures & advertisement • Recognition in Event Programme • Company banner displayed on Relay field • Company logo on Relay For Life of Bermuda website & Facebook page • Free Registration for one company team (up to 15 people) • 2 VIP tickets for survivor reception • 2 Company Laps* during 24 hours. Sponsors may choose themes for their laps.
<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 in Ceremonial tent • 2 Company Laps* during 24 hours. Sponsors may choose themes for their laps. 	<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 • Company Lap* during 24 hours. Sponsors may choose theme for their lap.
<p>Entertainment & Activity Sponsors.....\$2,000</p> <ul style="list-style-type: none"> • Company banner displayed in Food, Activity or Kiddie Land tent • Recognition in Event Programme 	<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. • Company Logo included on main stage banner • 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 stage banner • Recognition in Event Programme

*Company laps will include stage announced information about the company. Each lap is 1/3 of a mile.

We can win the fight against cancer... with your help. Sponsor Relay for Life today.

ONE DAY. ONE NIGHT. ONE COMMUNITY. ONE FIGHT.



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2014 RELAY FOR LIFE OF BERMUDA SPONSORSHIP AGREEMENT

Company/Sponsor Name: _____

Mailing Address: _____ Parish _____ Postal Code _____

Contact Name: _____ Contact Number: _____

Email: _____

Please select Sponsorship Level:

- Presenting Sponsor..... \$25,000
- Lead 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 HSBC BMD Account No. 006-048482-011 or Butterfield BMD Account No. 20-006-060-372314-200. Please be sure to make a notation on each transfer indicating purpose of donation.
- 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*.

Print Name: _____

Signature: _____ Date: _____

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

NOTE: Custom sponsorship opportunities available upon request. Contributions must be received by April 15th, 2014 to secure inclusion in promotional materials. For more information and to email logos and text please contact sponsorship@relayforlife-bermuda.org.