



Attention: Team Captain and Team Member
We have a great fundraising opportunity for you!

Deadline:
May 7, 2010

Please read ALL the information below...

If you have participated in the past with this awesome fundraising opportunity – we have made changes. (We know this is wordy...but it is to your benefit to read ALL this information...we don't want you to risk NOT getting your ad published and we want to ensure you receive credit for your efforts.)

RELAY FOR LIFE PROGRAM RECOGNITION SALE
PROCEDURE & GUIDELINES

What is the Program Advertisement opportunity?

This is an easy way to help you raise donations for your Relay For Life team. All you have to do is sell advertisements for the 2010 RFL Event Program.

Who can participate?

Any team member...any volunteer...everyone!

What's in it for me?

Any team member that collects the program advertisements will have one-half the cost of the ad credited toward their fundraising goal. (For example, if a team member sells a \$525 ad, then \$262.50 will be credited toward their personal fundraising total.) PLUS...these donations are going towards the American Cancer Society Mission...to eliminate cancer!

When and who will see these ad's?

These event programs will be printed and distributed at the 2010 event to team participants, captains, survivors, visitors and sponsors. Plus, we distribute programs after the event to local community establishments and other supporters of the Relay For Life.

This is an excellent opportunity for local businesses to personalize an ad and pay tribute to their employees or friends who are participating in the Relay...as well as show their partnership in the fight against cancer!

Guidelines & Procedures:

1. Please read and review the following three pages of information: "Event Program Commitment Form", "Advertisement Size Form" and "Sample Letter For Ad Sales."
2. Please make sure your "Event Program Commitment Form" is filled out completely and legibly. If ACS Staff is unable to read the writing, you risk not getting your ad in the program.
3. Please make sure your "Event Program Commitment Form" is complete: All information is provided, payment is included, ad in requested form is completed, and bottom is initialed. If all this information is NOT completed by deadline, you risk not getting your ad in the event program or not receiving credit for ad sale.
4. If you are placing an ad for multiple events, please make sure ALL Staff Partners receive a copy of the "Event Program Commitment Form."
5. PLEASE MAKE A COPY OF THE "Event Program Commitment Form" for your files!
6. Personalize the "Sample Letter for Ad Sales" and mail to any business with which you have contact (it can be personal contacts or business contacts – whatever you are comfortable with).
7. Send the letter (or hand-deliver it) along with the "Event Program Commitment Form" and "Advertisement Size Form", along with a self-addressed envelope with YOUR name and address on it. You may want to include a copy of the 2009 program for their reference.
8. **IMPORTANT: MAKE SURE THE ADVERTISING INFORMATION COMES BACK TO YOU AND IS NOT MAILED DIRECTLY FROM THE BUSINESS TO THE AMERICAN CANCER SOCIETY.** The business should send the completed "Event Program Commitment Form", their

payment, and the advertisement back to YOU. PLEASE make sure all ads are sized to fit the measurements specified!

9. **We are NO LONGER** accepting ads that state, "Use previous years advertisement." All ads must be provided via hard copy, emailed or on disk in the Tif or PDF Format.
10. Call and follow up with the businesses you solicited to see if they received your information and if they have any questions.
11. As your contacts purchase the ads and mail them back to you, you may then mail the completed information to the American Cancer Society, ATTN: Relay For Life of Lancaster, 314 Good Drive, Lancaster, PA 17603. This includes the ad, the payment, and the "Event Program Commitment Form".

**WE MUST HAVE ALL THREE TO PROPERLY CREDIT YOU FOR THE SALE OF THE AD.
WE MUST HAVE ALL THREE TO PROPERLY PLACE THE AD IN THE EVENT PROGRAM.**

12. **Deadline for all information on ad sales must be received at the American Cancer Society office by 4:30 PM on May 7, 2010.**

For printing purposes, if information is NOT received by this date, your ad will be placed in the Event Wrap Up Newsletter.

13. Do NOT write your ad sales on your team pledge envelope. The American Cancer Society office will keep track of your ad sales for you.
14. Questions? Call the American Cancer Society at 397-3745.

Your ACS Staff Partner For the Relay For Life of Lancaster
Dianna Haydt
dianna.haydt@cancer.org
717-397-3745
314 Good Drive
Lancaster, PA 17603

***The Deadline For ALL Event Program Advertisements for the
Relay For Life of Lancaster is: May 7, 2010***