



**over the
EDGE
UPSTATE**

 **CANCER
ASSOCIATION** of
SPARTANBURG & CHEROKEE COUNTIES, INC.

Friday, April 13, 2018

Sponsorship Proposal

What is OVER THE EDGE-UPSTATE?

This exciting event gives you the chance to rappel over 100 feet down the side of the new downtown **AC Hotel Spartanburg** to raise money for the Cancer Association of Spartanburg & Cherokee Counties, Inc.

The first 100 registrants to fundraise at least \$1,000 secure their spot on the ropes! In addition to participants, we need SPONSORS like YOU to help make this event a huge success!

Since 2008, Over the Edge USA has helped nonprofits raise over \$71 million with over 52,000 edgers.

Our goal is to raise over \$150,000 to help provide much needed services to LOCAL cancer patients in our community.

Get your adventure started today and step over the edge.



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Cancer Association of Spartanburg & Cherokee Counties, Inc. for the 2018 Over the Edge-Upstate.

By partnering with the Cancer Association you can increase your business exposure within the Upstate South Carolina region.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!



"I have received counseling that has helped get frustrations out and get optimistic advice. They were such a help financially with my family being further away." - 48 year old colorectal cancer patient

"As a physician I see that they are able to relieve the financial stress associated with a cancer diagnosis."
-Dr. Amy Curtis,
Oncologist

"I couldn't go on without their help. They're needed." - 63 year old breast cancer patient



About

Since 1967 the Cancer Association has offered a diverse range of services, from providing nutritional supplements, wigs, bras and breast prostheses, to assisting with treatment transportation, cancer medication costs, free counseling services, and cancer screenings. All funds raised remain entirely in Spartanburg & Cherokee counties. No reimbursement is received from Medicare, Medicaid, or any insurance company, nor is the client charged for services provided. 91 cents of every dollar goes directly to client services.



SPONSORSHIP BENEFITS & DETAILS

\$25,000 Edger Sponsor (1)

- Recognition as title sponsor in all communications and materials
- 4 rappel spots on VIP/Media Day
- VIP treatment-behind the scenes access/tour
- 10 invitations to VIP reception
- Signage
- Featured in all media/PR channels including onsite interviews, morning talk shows, radio interviews, web/Facebook/Twitter nods
- Logo/Name on OTE helmets (in every photo)
- Primary recognition on t-shirt
- Name and/or logo on all merchandising (ie: hats, giveaways, etc.)
- Annual report recognition
- Recognition on social media and website
- Opportunity to add items to goodie bags
- Recognition at event—name mentioned throughout the day

\$10,000 Rope Sponsor (2)

- Premiere recognition at event – name mentioned with every rappel on your rope
- One rappel spot on VIP/Media Day
- Signage
- 8 invitations to VIP reception
- Recognition on social media and website
- Opportunity to add items to goodie bags

\$7,500 Merchandising Sponsor (1)

- Name and/or logo on all merchandising (ie: hats, t-shirts, giveaways, etc.)
- One rappel spot on VIP/Media Day
- Signage
- 4 invitations to VIP reception
- Recognition on social media and website
- Opportunity to add items to goodie bags

\$5,000 Chicken Coop Sponsor (1)

- Banner with logo on tent across from rappel site
- Logo on megaphone giveaways
- One rappel spot on VIP/Media Day
- Signage
- Recognition on social media and website
- Opportunity to add items to goodie bags
- Recognition at event—name mentioned throughout the day

\$2,500 Landing Zone Sponsor (1)

- Logo on landing area
- Name mentioned throughout the day
- Signage
- One rappel spot on VIP/Media Day
- Recognition on social media and website
- Opportunity to add items to goodie bags

SPONSORSHIP BENEFITS & DETAILS

\$1,500 GoPro Sponsor (1)

- One rappel spot on VIP/Media Day
- Signage
- Name mentioned throughout the day

\$500 Snack Zone Sponsor (5)

- Opportunity to sell food/beverage on day of event
- Signage
- Recognition on social media and website
- Opportunity to add items to goodie bags

\$250 Helmet Sponsor (4)

- Logo/Name on helmet sticker
- Recognition on social media and website
- Opportunity to add items to goodie bags

\$100 Safety Net Sponsor

- Recognition on social media and website
- Opportunity to add items to goodie bags



AC Hotel Spartanburg

Other Sponsorship Opportunities

* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact Glaydeane S. Lee glee@cancerassociation.org or Julia Rothrock jrothrock@cancerassociation.org 864-582-0771. Some in-kind items needed are: snacks, beverages, giveaways, gift cards, items for goodie bags, etc.

* Other Ideas

Are you interested in providing support to Cancer Association with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with us? Sponsorship proposals can be customized to meet your business needs by contacting us at glee@cancerassociation.org or 864-582-0771.



SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Glaydeane S. Lee, glee@cancerassociation.org 864-582-0771. Please don't hesitate to contact us with any questions.

CONTACT INFORMATION:

Company Name (as you wish to be acknowledged)

Contact Person's Name & Title

Contact Email Address

Contact Phone Number

Address

City/State/ZIP Code

SPONSORSHIP OPPORTUNITIES:

___ \$25,000 Edger Sponsor

___ \$10,000 Rope Sponsor

___ \$7,500 Merchandising Sponsor

___ \$5,000 Chicken Coop Sponsor

___ \$1,500 GoPro Sponsor

___ \$500 Snack Zone Sponsor

___ \$250 Helmet Sponsor

___ \$100 Safety Net Sponsor



THANK YOU FOR SUPPORTING OVER THE EDGE UPSTATE!

Once we receive your completed sponsorship form, we will contact you to discuss arrangements, sponsorship benefits, and recognition.

Please send your high-resolution color and black-and-white logos (.eps & .jpg & .png preferred) to glee@cancerassociation.org

PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to CASCC

___ Please charge my card

Card Type: Visa/MC/AMEX/Discover

Card Number

Expiration Date

Security Code

\$ _____

Total Sponsorship Commitment

Authorized Sponsor Signature

Date



Thank You.

The Cancer Association of Spartanburg and Cherokee Counties is a 501©(3) non-profit corporation dedicated to providing quality of life services to area residents facing the challenges of cancer in our communities through screenings, education and direct services.

