

**over the  
EDGE  
UPSTATE**

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

**Thursday, April 29, 2021**



# 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 downtown **AC Hotel Spartanburg** at **NIGHT** to raise money for the Cancer Association of Spartanburg & Cherokee Counties, Inc.

The first 90 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 around the world raise over \$100 million dollars.

Our goal is to raise over \$125,000 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 2021 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

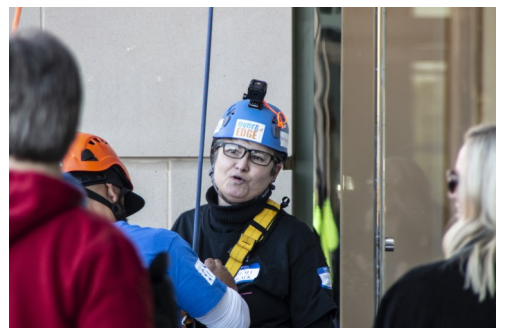
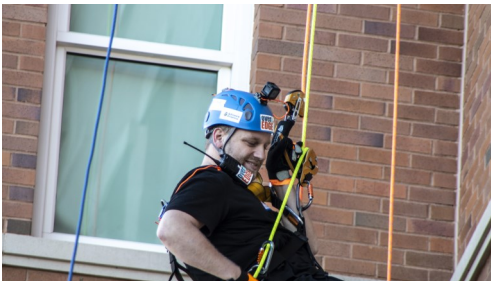
"I couldn't go on without their help. They're needed." - 63 year old breast cancer patient





# 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. 93 cents of every dollar goes directly to client services.



# SPONSORSHIP BENEFITS & DETAILS

## **\$10,000 Over the Edge Upstate Presenting Sponsor 1 available**

- Recognition as title sponsor in all communications and materials
- 3 rappel spots
- Signage
- Featured in all media/PR channels including onsite interviews, morning talk shows, radio interviews, web/Facebook/Twitter nods
- Logo/Name on OTE helmets
- Primary recognition on t-shirt
- Recognition on social media and website
- Opportunity to add items to goodie bags
- Recognition at event—name mentioned throughout the day

## **\$5,000 Rope Sponsor 2 available**

- Premiere recognition at event – name mentioned with every rappel on your rope
- One rappel spot
- Signage
- Recognition on t-shirt
- Recognition on social media and website
- Opportunity to add items to goodie bags

## **\$5,000 Landing Zone Sponsor 2 available**

- Logo on landing area
- Name mentioned on every rappel
- Signage
- Name or logo on t-shirt
- One rappel spot
- Recognition on social media and website
- Opportunity to add items to goodie bags

## **\$3,000 Merchandising Sponsor 1 available**

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

## **\$2,000 Carabiner Sponsor 1 available**

- Signage
- Name or logo on t-shirts
- Recognition on social media and website
- Opportunity to add items to goodie bags
- Recognition at event—name mentioned throughout the day

# SPONSORSHIP BENEFITS & DETAILS

## **\$1,500 Sponsor an Edger unlimited**

- You or your company/organization can sponsor someone to go over the edge
- Signage
- Recognition on social media and website

## **\$750 GoPro Sponsor unlimited**

- Signage
- Recognition on social media and website
- Name mentioned throughout the day

## **\$500 Helmet Sponsor 3 available**

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

## **\$250 Safety Net Sponsor unlimited**

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

## **\$100 Memorials/Honorariums unlimited**

- Recognition on social media and website
- Signage



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](mailto:glee@cancerassociation.org) or Trish Frasier [tfrasier@cancerassociation.org](mailto:tfrasier@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](mailto: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](mailto: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:

\_\_\_ \$10,000 Presenting Sponsor

\_\_\_ \$5,000 Rope Sponsor

\_\_\_ \$5,000 Landing Zone Sponsor

\_\_\_ \$3,000 Merchandising Sponsor

\_\_\_ \$2,000 Carabiner Sponsor

\_\_\_ \$1,500 Sponsor an Edger

\_\_\_ \$750 GoPro Sponsor

\_\_\_ \$500 Helmet Sponsor

\_\_\_ \$250 Safety Net Sponsor

\_\_\_ \$100 Memorial/Honorarium



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](mailto:glee@cancerassociation.org)

## Mailing Address:

PO Box 1582, Spartanburg, SC 29304 Fax # 864-583-6123

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice (payment must be received no later than 30 days before event)

\_\_\_ 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.

