



BECOME A PROUD SUPPORTER & FIGHT BACK AGAINST CANCER

Join restaurants across the Omaha Metro this summer in our *Stick a Fork in Cancer* campaign, a promotion to fight back against cancer and support the American Cancer Society Relay For Life program.

BOOST YOUR BRAND!

Participating in the Stick a Fork in Cancer campaign provides an unparalleled opportunity to engage your customers, employees, and communities in the fight against cancer. We support the largest Relay For Life event in Nebraska: The Relay For Life of Greater Omaha. Our campaign will reach 1,000s of volunteers across the metro. Your partnership also establishes affinity between our brands, allowing your company the chance to partner with the American Cancer Society, a leading, trusted source for cancer information, with 96% aided brand awareness among consumers.

GET INVOLVED TODAY!

Becoming involved with the Stick a Fork in Cancer campaign is easy. Just commit to donating a portion of your sales for one day. We'll work closely with you on promoting your restaurant's involvement within the community and to the local media. Additional promotional benefits and recognition will align with the level at which you choose to give back, including opportunities to co-brand on collateral materials and social media.

www.main.acsevents.org/StickAForkInCancerOmaha



2023 Restaurant Agreement

or apply at www.main.acsevents.org/StickAForkInCancerOmaha

Both parties agree to fulfill the terms stated below.

Restaurant Name: _____

Address: _____

City, State, Zip: _____

Restaurant Representative: _____

Phone: _____ Email: _____

Date of participation: **TBD**

Percentage Give Back: 1-Fork (15%) 2-Fork (20%) 3-Fork (25%+)

Other donation: _____

Multiple Locations Participating: Yes (Please see page 2) No

Important Information:

- This agreement must be signed and returned by **May 2nd**, along with your company logo (jpeg or eps), to receive full amenities based on your selected percentage of give back. Return via email to shannon.mullen@cancer.org (Please refer to the restaurant amenities chart for full details)
- Mail your tax-deductible donation check (made payable to American Cancer Society) to your local American Cancer Society office by **July 1, 2022**.

Contact Information:

Contact: Shannon Mullen
Email: Shannon.mullen@cancer.org
Phone: 402.672.2372
Mail: American Cancer Society
Attn: Stick a Fork in Cancer
PO Box 24168
Omaha, NE 68124

Authorized Signature of Company Representative

Date

2023 Restaurant Agreement – Additional Locations

Complete if additional locations will participate at the same level as listed on page 1.

Restaurant Name: _____

Address: _____

City, State, Zip: _____

Restaurant Representative: _____

Phone: _____ Email: _____

Restaurant Name: _____

Address: _____

City, State, Zip: _____

Restaurant Representative: _____

Phone: _____ Email: _____

Restaurant Name: _____

Address: _____

City, State, Zip: _____

Restaurant Representative: _____

Phone: _____ Email: _____



For more information, please visit www.main.acsevents.org/StickAForkInCancerOmaha or




Contact Shannon Mullen: shannon.mullen@cancer.org or 402.672.2372

STICK A FORK IN CANCER

RESTAURANT GIVE BACK LEVELS

The Stick a Fork in Cancer campaign offers your restaurant the opportunity to invest in the future.

By partnering with the most recognized organization and brand in the fight against cancer, you will receive an exclusive outlet to highlight your community leadership

	3 Fork Level 25% 	2 Fork Level 20% 	1 Fork Level 15% 
Opportunity to feature restaurant participation on the Relay For Life of Greater Omaha Facebook page <i>(statewide visibility to 1,000+ fans)</i>	X		
Featured in <i>Omaha Dispatch</i> online articles and website. <i>(49,000+ visibility)</i>	X		
Mention in press release	X		
Logo on posters	Large Logo	Small Logo	
Visibility through weekly social media posts on the Relay For Life of Greater Omaha and Sarpy County Facebook pages <i>(combined visibility of 1,000+ fans)</i>	X	X	
Recognition in campaign promotion emails sent to thousands of Society constituents in the local market	Logo	Name	Name
Inclusion on campaign website- participating restaurants map	X	X	X
Flyer template provided to restaurant for pre-event marketing	X	X	X
Table tent provided to restaurant for pre-event marketing	X	X	X
Social media messaging provided to restaurant for pre-event marketing	X	X	X
Opportunity to promote your participation through access to the Stick a Fork in Cancer logo.	X	X	X