



SPONSORSHIP FACT SHEET

May 14-15, 2021

The Mission of *Relay For Life of Bermuda* is to raise awareness and funds to support cancer prevention and detection and to improve access to treatment with the new radiation therapy unit.

CANCER IN BERMUDA

Each year in Bermuda over 300 of our friends and family are told “You have Cancer” and sadly 80 people will lose their battle to cancer each year. These statistics are too high considering nearly 50% of cancers can be prevented.

WHAT IS RELAY FOR LIFE?

Relay For Life is not just an event. It’s a life-changing experience. A place where you get to experience the full range of emotions, from utter grief and sorrow to incredible joy and laughter. A place where a survivor will meet another survivor who has had the same cancer and is alive, and HOPE is born! Where a caregiver will meet another caregiver and realize they have travelled the same path and have found peace. Relay is an experience!

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 a 24-hour experience which encourages communities to come together as part of a global movement to end cancer. For three decades, Relay For Life has provided inspiration and hope to millions of cancer survivors and caregivers. Beyond this, Global Relay For Life funds cancer research, education, advocacy, prevention, and treatment.

RELAY FOR LIFE OF BERMUDA

In 2013, Bermuda became the 21st country to be licensed by the American Cancer Society to hold a Global Relay For Life event. Today there are over 29 countries holding Relay events.



Relay For Life of Bermuda 2019

115	teams
365	survivors
2,715	participants
\$680,957	gross income
\$536,862	net income
100%	cost covered by sponsorship
95%	funds remain in Bermuda
5%	funds support Global Relay For Life initiatives, including finding a cure for cancer.

To enter a team, volunteer or learn more email relayforlife@chc.bm or visit

BermudaRelay.com   





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WHY WE NEED YOUR HELP



Cancer is a great equalizer. Cancer does not discriminate. 1 out of 3 people in Bermuda will receive a cancer diagnosis in their lifetime. And that is too many!

Sponsorship of Relay For Life 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.

And we thank you. Each Relay year 100% of the event costs have been covered by sponsorship dollars, leaving every dollar raised by the teams to benefit our community.

BENEFITS FOR YOUR COMPANY



Your organization will also send a very distinct and positive message to the community at large in contributing to the experience.

What Bermuda has to say about event sponsorship:

- 76% of residents say health-related issues were the most valued corporate sponsorships
- Residents were more likely to name Relay For Life as top events, programs or charitable causes in Bermuda
- Sponsoring giveaways (61%) and being a lead or title sponsor of an event (55%) were seen as 'very effective' ways that companies could create a presence for themselves.
- 57% believed that being a small sponsor for many events or a large sponsor of one event were equally as effective for elevating a company's brand awareness.

Together we can reach the entire Bermuda population and help save lives!

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BERMUDA CANCER AND HEALTH CENTRE



Bermuda Cancer and Health Centre is a registered Bermuda charity #70, working to serve the community building healthier lives free of cancer and disease. Clinical services include 3-D and Digital Mammography, Ultrasound, Breast and Prostate Biopsy, Bone Densitometry and Radiation Therapy cancer treatment.

The Radiation Therapy Unit has a clinical affiliation with Dana-Farber/Brigham and Women's Cancer Centre and is the first international centre to earn accreditation from the American College of Radiology.

Bermuda Cancer and Health Centre strongly believes that health screenings such as mammograms and ultrasound and treatment like radiation therapy should be available to everyone regardless of insurance coverage or ability to pay.

In 2019:

- \$1.3 million was donated by our community to support the Centre's programmes and services
- 680 patients received services through the Equal Access Programme (uninsured and underinsured subsidisation) in great part due to the funds raised by Relay For Life:
 - 654 diagnostic imaging patients
 - 10 radiation therapy patients
- 325 volunteers making what we do possible

For more information about Bermuda Cancer and Health Centre: www.chc.bm

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