



Relay For Life National Event Standards

Mandatory

- Overnight event (24 hours in California)
- Opening and closing ceremonies
- Luminaria ceremony
- Survivorship activities
- Cancer control activities (education)
- Team registration/ commitment fee
- Graphics standards on logo
- Tobacco and alcohol-free environment

Recommended

- Sponsorships
- Team and individual incentives
- Expense ratio of 10 to 15 percent
- Communication/newsletters
- Team captain meetings
- Bank night(s)

Legal Disclaimer

As a general rule, American Cancer Society events cannot be used to solicit, sign-up or sell products, services or merchandise that benefit an individual or business. Distribution of materials by other non-profits may in limited cases be appropriate, but must be approved in advance by American Cancer Society staff. In no event may the American Cancer Society endorse any products, services or merchandise of an individual or business.

As a tax-exempt, nonprofit public benefit corporation, the American Cancer Society must adhere to numerous laws, rules and restrictions relating to its affiliation with for-profit and other entities. All activities conducted at events must be in advancement of the American Cancer Society's mission to eliminate cancer as a major health problem.