The benefits of Underwriting vs. Sponsorship

The American Cancer Society's mission is to eliminate cancer.
• Fundraising events, such as Relay For Life, will have many expenses.
• To be the best stewards of our donor dollars, rather than paying for event tents, DJs, meals for the survivors, awards and more, we seek interested parties to pay those expenses.

Our goal is to keep every cent raised going to the American Cancer Society to provide live saving research and programs, not to the tent or other companies.
• While many of our vendors donate or discount needed items, free is not always possible.
• We are bound to host Relay For Life events with less than an 8% direct expense ratio, “the amount of funds spent to raise dollars” is one way charities are evaluated. We are proud of our ratings.

As an underwriter, you will get the same tax deduction ability as writing a check to ACS but you pay the vendor directly, keeping all donor dollars intact.

Example:
Musicians Inc. has discounted their DJ services for a 24 hour Relay event down to $1000. You would get the $1000 invoice from Musicians Inc. and you pay Musicians Inc. ACS will provide you a letter of thanks for your $1000 payment for this ACS event service.

• The invoice, letter and your cancelled check make the paper-trail for your donation.
• You also receive the same “Sponsorship” perks for the dollar amount you provide services for, see your event sponsorship packet for details!
• Not one penny of donor dollars were used to keep hundreds of people at the event to raise more dollars to fund the fight against cancer.

Sponsorship Vs. Underwriting

A sponsorship is a payment made to a tax-exempt organization where there is no arrangement or expectation that the donor will receive any “substantial return benefit” other than an acknowledgement of the name or logo of their trade or business in connection with the exempt organization’s activities.
Example: You make a check payable to American Cancer Society and receive event acknowledgements.

Underwriting is when:
A donor pays for either all or a portion of the expenses directly; the funds are NOT given to ACS to pay the expense.

You STILL receive the same event acknowledgements.
The underwritten item(s) is tax deductible.
To be eligible for a tax donation, an underwriter needs:
(1) an in-kind letter of thanks for that specific service or item from ACS
(2) an invoice from that vendor they are paying DIRECTLY
(3) their cancelled check from that vendor payment.

-Please consult your tax advisor for details.-
Name of Underwriter: ____________________________________________________________

Contact: _______________________________________________________________________

Contact Phone: ______________________

Contact E-mail: ____________________________________

Underwriting Address: ____________________________________________
    City : _______________________ State: ___________

As an underwriter, I/We agree to **directly pay the below vendor(s)** for services or items for the American Cancer Society Relay For Life of ____________________________, being held on Month___________________ Days____________ Year____________.

**Vendor (A):** ______________________________________________________________,

Services/items provided:_______________________________________________

Amount of services or items underwritten: $________________________________

**Vendor (B):** ______________________________________________________________,

Services/items provided:_______________________________________________

Amount of services or items underwritten: $________________________________

**Signature of Underwriting Contact:** ______________________________            Date: _______________

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For ACS Staff/ Sponsorship Volunteer:

***Within 30 days of event, please contact all vendors to ensure payment has been received. All payments MUST be made prior to August 31 of that event year.***

- [ ] Vendor A Invoice sent to underwriter
- [ ] ACS letter sent to underwriter
- [ ] Payment mailed to vendor Ck # _____________________ Date______________________
- [ ] Cancelled check available when vendor payment was provided by underwriter

- [ ] Vendor B Invoice sent to underwriter
- [ ] ACS letter sent to underwriter
- [ ] Payment mailed to vendor Ck # _____________________ Date______________________
- [ ] Cancelled check available when vendor payment was provided by underwriter