

SPONSORSHIP BENEFITS 2017



	Presenting Sponsor <u>SOLD OUT</u>	Gold Sponsor \$5000	Silver Sponsor \$2500	BBQ Lunch Sponsor \$1500	Bronze Sponsor \$1000	Friend Plus Sponsor \$700	Friend Sponsor \$600
Company Official to assist with Bike Tour start	x						
Exclusive Naming Rights to the Challenge for Cancer Bike Tour	x						
Company name appearing on all print and digital marketing materials for Foundation's Spring events	x						
Speaking Opportunity during Check Presentation	x						
Recognition on course map	Logo	Logo	Logo	Name	Name		
Company supplied banner positioned at the Start/Finish Area	2	1	1	1	1		
Company supplied banner positioned at the BBQ Lunch Area				1			
Foundation supplied banner with Sponsor Logos/Names at registration area	Logo	Logo	Logo	Name	Name	Name	Name
Foundation supplied banner with Sponsor Logos/Names on Market Street in downtown West Chester	Logo	Logo	Logo	Name	Name	Name	Name
Complimentary Rider Entries (includes t-shirt)	100	50	30	25	20	12	
Reserved Parking Passes	2	2	2	1	1		
Mention of company name on stage	x	x	x	x	x		
Recognition on promotional posters	Logo	Logo	Name	Name	Name	Name	Name
Recognition and link on Challenge for Cancer website	Logo	Logo	Name	Name	Name		
Logo recognition and link in at least one e-blast	x	x	x				
One-Color company logo on the front of your team's t-shirts	x	x	x	x	x		
Recognition on the back of all Tour T-shirts (800+) quantity	Logo	Logo	Logo	Name	Name		
Complimentary food and beverage at BBQ Lunch for your team	x	x	x	x	x	x	
Complimentary access to Kids Zone at Challenge	x	x	x	x	x		
Company may offer a flyer/promo item at Challenge**	x	x	x	x	x		
Discount registration code to share with friends (over and above your team headcount) - \$10 off	x	x	x	x	x		
Right to use event logo in advertising and promotions, including website**	x	x	x	x	x		

Deadline June 12, 2017.

Additional Rider Entries can be added for \$35 per person.

*If still available due to print deadline

**Pre-Approved by Committee



Special Sponsorship Packages

Leverage your marketing dollars by sponsoring one of these Special Sponsorship Packages. These sponsorships are unique opportunities to highlight your company as an exclusive sponsor of various Challenge for Cancer Bike Tour items that make the day extra special for the attendees.

"When a pain in my shoulder turned out to be lung cancer, my team at Chester County Hospital took immediate action. Within days, I had surgery at the Hospital of the University of Pennsylvania.

My care was seamlessly coordinated and all of my follow up has been here at home. My road to recovery has been a group effort and that's worth Penn Medicine."

**- Charlotte Thomson Dowell
Lung Cancer Survivor**

KID ZONE SPONSOR

\$5,000 Sponsorship – Limited to One Company

The Challenge for Cancer Bike Tour is a family event. The Kid Zone is a defined tent area at the Tour Start-Finish where kids age 10 and under can enjoy activities geared specifically for them. We will have games, face painting, fun family entertainment and kid-friendly, healthy snacks.

As the Kid Zone exclusive sponsor, your company will receive all the benefits of the traditional GOLD sponsorship as well as the following benefits:

- Banner with your logo at the entrance to the Kid Zone
- Promotion on our website and registration materials as the exclusive

Zone Sponsor

PHOTO BOOTH SPONSOR

\$5,000 Sponsorship – Limited to One Company

Riders will stop by our photo booth to have their picture taken before or after the Tour, standing in front of a step-n-repeat backdrop featuring your logo, as well as the Challenge logo and the Hospital Foundation's logo. Riders may hold up a whiteboard branded with your company logo, that says "I'm riding for _____," allowing them to fill in the name of a loved one who is dealing or has dealt with cancer. Riders will be encouraged to post their photos on their social media pages and tag the image with #ChallengeforCancer. Your company logo will then be in all of their photos and potentially shared broadly throughout the community.

As the exclusive Photo Booth Sponsor, your company will receive all the benefits of the traditional GOLD sponsorship as well as the following benefits:

- Logo on the whiteboard held by riders as they honor or remember loved ones who inspire them to ride

T-SHIRT SPONSOR

\$4,000 Sponsorship – Limited to One Company

Every rider and volunteer will get a special Challenge t-shirt. Your company logo will be featured on the back of the shirt as the exclusive t-shirt sponsor. Your company will also receive all the benefits of the traditional SILVER sponsorship

TEAM MEET N' GREET SPONSOR

\$2,500 Sponsorship – Limited to One Company

The Team Meet n' Greet area is where Bike Tour teams will meet up before saddling up to start the ride. In this tent, coffee will be provided to start the day.

As the Team Meet n' Greet exclusive sponsor, your company will receive all the benefits of the traditional SILVER sponsorship as well as the following benefits:

- A large banner with "Team Meet n' Greet" and your company name hangs outside the tent
- The Team Meet n' Greet Sponsor may choose to hand out products and information about their company, as well as bring representatives to welcome riders to the Tour and mingle with them in this tent.

REFUELING STATION SPONSOR

\$1,000 Sponsorship – Limited to Two Companies

The Water Stop sponsorship allows a company to place a banner and cheer station at the two water stops along the routes of the Challenge for Cancer Bike Tour. The company can rally their employees to come out and help man the water stop and cheer on the participants.

As the Water Stop exclusive sponsor, your company will receive all the benefits of the traditional BRONZE sponsorship as well as the following benefits:

- Company supplied banner at two water stops
- Your employees may staff each water stop, assisting our other volunteers as they hand out water.

WRISTBAND SPONSOR

\$1,000 Sponsorship – Limited to One Company

After a long ride, nothing goes better with barbeque than a cold one. Riders 21 and older will be able to access the beer in our BBQ Lunch tent after the ride. A plastic wristband will allow them to drink and the wristband will be branded with your company logo/name.

As the Beer Band exclusive sponsor, your company will receive all the benefits of the traditional BRONZE sponsorship as well as the following benefits:

- Recognition on signs at the bar
- Company logo/name printed on wristbands

IN KIND SPONSORSHIPS

Various Availability

In-kind contributions are greatly appreciated and help to ensure that more money can go to the fight against cancer. For the purposes of determining sponsorship benefits, in-kind contributions are categorized at a percentage of their retail value and must be approved by the Bike Tour Committee. In-kind sponsors will receive the same benefits as our cash sponsors according to the levels outlined in the traditional sponsorship packages.

"The reason I chose this job is because my mother in 1989 was diagnosed with breast cancer and I lost her. And I honor her, every day I come to work. I help women the way my mom was not helped. I love my job and my mom was so proud of me."

- Cynthia Brown, RN, BSN
Breast Cancer Care
Coordinator at the Abramson
Cancer Center at Chester
County Hospital



Challenge for Cancer Sponsorship Form Sunday, June 25, 2017

Fern Hill Medical Center * 915 Old Fern Hill Road, West Chester * Registration Opens at 7:00am

Name of Sponsoring Company: _____

Point of Contact: _____

Email Address: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____

Fax: _____

YES! I will support this year's Challenge for Cancer: Please check your participation level

Sponsorship Levels <ul style="list-style-type: none"><input type="radio"/> \$5,000 Gold Sponsor<input type="radio"/> \$2,500 Silver Sponsor<input type="radio"/> \$1,500 BBQ / Lunch Sponsor<input type="radio"/> \$1,000 Bronze Sponsor<input type="radio"/> \$700 Friend Plus Sponsor<input type="radio"/> \$600 Friend Sponsor	Special Sponsorship Packages – <i>First Come, First Serve.</i> <ul style="list-style-type: none"><input type="radio"/> \$5,000 Kid Zone Sponsor<input type="radio"/> \$5,000 Photo Booth Sponsor<input type="radio"/> \$4,000 T-Shirt Sponsor<input type="radio"/> \$2,500 Team Meet n' Greet Sponsor<input type="radio"/> \$1,000 Refueling Station Sponsor<input type="radio"/> \$1,000 Wristband Sponsor
<ul style="list-style-type: none"><input type="radio"/> Gifts In-Kind (retail value): \$_____ Item Description & Quantity_____<input type="radio"/> We cannot participate but please accept this donation \$_____ (Donations without participation are 100% tax deductible)	
Payment Type (Check one) <i>Note: Payment must arrive no later than June 12, 2017</i> <ul style="list-style-type: none"><input type="radio"/> Check made payable to "Challenge"<input type="radio"/> Credit Card Online<input type="radio"/> Please Invoice	

Please submit this form: (Check one)

- Email to Maggie.McIntosh@uphs.upenn.edu
- By mail to Challenge for Cancer: 701 E. Marshall Street, West Chester, PA 19380
- Faxed to 610-738-2830 (Attn: Challenge Sponsorship)

Questions about Sponsorship?

Please contact Maggie McIntosh, Director for Special Projects (Maggie.McIntosh@uphs.upenn.edu or 610.431.5313)

Thank you for supporting the 2017 Challenge for Cancer!