



Dear Friend:

2018 marks the 20<sup>th</sup> Anniversary Challenge for Cancer Bike Tour, presented by Brandywine Valley Heating and Air Conditioning. As we come together to celebrate this big milestone, we are aiming to have the most successful Challenge for Cancer Bike Tour yet; one that raises the most money for patients living with cancer in Chester County.

We invite you to join us for the 20<sup>th</sup> Anniversary Challenge for Cancer Bike Tour on Saturday, June 24, 2018. Your support as a Challenge Sponsor will allow us to continue to offer excellent care for families affected by cancer at the Abramson Cancer Center at Chester County Hospital and Neighborhood Health Hospice.

For patients living with cancer, the Abramson Cancer Center at Chester County Hospital offers the latest treatments in cancer care through our powerful partnership with Penn Medicine. Outside of the Cancer Program, patients have access to the highest level of care throughout the continuum of treatment from the professionals of Neighborhood Health. Having access to the finest care in our own backyard is the direct result of support from friends like you.

Sponsoring the Challenge for Cancer offers your business the opportunity to showcase your community involvement, foster wellness for your employees and customers, provide team building opportunities and market your company in a unique way. Enclosed, please find the opportunities and benefits for ways our organizations can partner on the Challenge for Cancer Bike Tour.

If you have any questions on sponsorship, please contact Lauren Roscovich, Manager of Events and Volunteer Fundraising at the Chester County Hospital Foundation. She can be reached by email at [Lauren.Roscovich@uphs.upenn.edu](mailto:Lauren.Roscovich@uphs.upenn.edu) or by phone at 610.431.5328.

Thank you for your consideration in supporting our 20<sup>th</sup> Anniversary Challenge for Cancer Bike Tour!

Sincerely,

Rick Stevenson  
Chair, Challenge for Cancer Bike Tour Committee

THE CHESTER COUNTY  
HOSPITAL *Foundation*



20 <sup>th</sup> Anniversary Challenge for Cancer Sponsorship Benefits	Presenting Sponsor <u>SOLD OUT</u>	Gold Sponsor \$5,000	Silver Sponsor \$2,500	Anniversary Sponsor \$1,200	Friend Sponsor \$750	Team Sponsor \$400
Company Official to assist with Bike Tour start	x					
Exclusive Naming Rights to the event	x					
Speaking Opportunity at the event	x					
Company name appearing on all print and digital marketing materials for event	Logo	Logo	Name			
Recognition on course map	Logo	Logo	Name	Name		
Company supplied banner positioned at the Challenge Start & Finish Area	2	2	1			
Foundation supplied banner with sponsor logos and names at registration area	Logo	Logo	Logo	Name	Name	
Foundation supplied banner with Sponsor Logos or Names on Market Street in downtown West Chester	Logo	Logo	Logo	Name	Name	
Complimentary Rider Entries (includes t-shirt)	100	50	30	20	15	10
Reserved Parking Passes	2	2	2	1		
Mention of company name from stage	x	x	x	x		
Recognition on promotional posters	Logo	Logo	Name	Name		
Recognition & link on Challenge for Cancer website	Logo	Logo	Name	Name		
Logo recognition and link in at least 1 email	x	x	x			
1 color logo on the front of team shirts	x	x	x			
Recognition on the back of all Challenge t-shirts (800+ quantity)	Logo	Logo	Logo	Logo	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	x
Company may offer a flyer/promo item at Challenge	x	x	x	x		
Discount registration code to share with friends (over & above your team headcount) - \$10 off	x	x	x	x		
Right to use event logo in advertising and promotions, including website	x	x	x	x		



## 20<sup>th</sup> Anniversary Challenge for Cancer Exclusive Sponsorships

*Leverage your marketing dollars by being a 20<sup>th</sup> Anniversary Exclusive Sponsor. These sponsorships are unique and highlight your company throughout various Challenge for Cancer Bike Tour items that make the day extra special for the attendees.*

### **\$5,000: SURVIVORSHIP CELEBRATION SPONSOR (limit 2)**

The Survivorship Celebration honors the true mission of the Challenge: to support Abramson Cancer Center and Neighborhood Health. This sponsorship allows us to invite Chester County Hospital cancer survivors and their families to join us riders for a nice, complimentary barbeque, games, a Survivor Presentation & more!

As a Challenge Survivorship Celebration Sponsor, your company will receive all the benefits of a Gold Sponsor plus the following benefits:

- Logo on all Survivorship Celebration materials that go out to survivors (invitation, thank you, website, etc)
- Logo on the I'M RIDING FOR banner
- Extra recognition on t-shirt as Survivorship Celebration Sponsor
- Opportunity to speak at Survivorship Celebration presentation

### **\$2,000 BBQ LUNCH SPONSOR (limit 1)**

Following the Challenge Bike Tour, we always offer our riders a delicious barbeque lunch, Victory beer and more! As the exclusive BBQ Lunch Sponsor, your company will receive all the benefits of an Anniversary Sponsor plus the following benefits:

- A company sign located at the lunch area
- Option for your staff/employees to help serve lunch

### **\$1,500: KID ZONE SPONSOR (limit 1)**

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

As the exclusive Kid Zone Sponsor, your company will receive all the benefits of an Anniversary Sponsor plus the following benefits:

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

### **\$1,200: REFUELING STATION SPONSOR (limit 2)**

The Refueling Station Sponsorship allows your company to place a banner and cheer station at the one of the water stops along the routes of the Challenge. Your company can rally employees to come out and help man the water stop and cheer on the participants, a great team bonding experience.

As a Challenge Refueling Station sponsor, your company will receive all the benefits of an Anniversary Sponsor plus 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

### **\$1,200: WRISTBAND SPONSOR (limit 1)**

After a long ride, nothing goes better with barbeque than a cold beverage. Riders 21 and older will be able to access 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 name.

As the exclusive Wristband Sponsor, your company will receive all the benefits of an Anniversary Sponsor plus the following benefits:

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

### **IN-KIND SPONSORSHIPS**

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.



**20<sup>th</sup> Anniversary Challenge for Cancer Sponsorship Form**

**Sunday, June 24, 2018 Fern Hill Medical Center  
915 Old Fern Hill Road, West Chester**

Sponsor Name	
Contact Name	
Contact Email	
Address	
City, State, Zip	
Phone	

**YES, I will support this year's Challenge for Cancer!** Make your selection below.

**Sponsorship Levels**

- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- \$1,200 Anniversary Sponsor
- \$750 Friend Sponsor
- \$400 Team Sponsor

**Exclusive Sponsorship Levels** – *First Come, First Serve.*

- \$5,000 Survivorship Celebration Sponsor (limit 2)
- \$2,000 BBQ / Lunch Sponsor (limit 1)
- \$1,500 Kid Zone Sponsor (limit 1)
- \$1,200 Refueling Station Sponsor (limit 2)
- \$1,200 Wristband Sponsor (limit 1)

**Donations**

- We cannot participate but please accept this donation \$\_\_\_\_\_ (Note: Donations without participation are 100% tax deductible)
- Gifts In-Kind (retail value): \$\_\_\_\_\_ Item Description & Quantity\_\_\_\_\_

**Payment Type (Check one)** *Note: Payment must arrive prior to the event!*

- Check made payable to "Challenge"
- Please charge my Credit Card (details below)
  - Card Type: \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express \_\_\_ Discover
  - Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_
  - Signature: \_\_\_\_\_

**Please submit this form: (Check one)**

- Email to [Lauren.Roscovich@uphs.upenn.edu](mailto:Lauren.Roscovich@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)

**Deadline to sponsor the Challenge and appear on t-shirt is May 14, 2018.  
Thank you for supporting the 20<sup>th</sup> Anniversary Challenge for Cancer**

**Questions?** Contact Lauren Roscovich at [Lauren.Roscovich@uphs.upenn.edu](mailto:Lauren.Roscovich@uphs.upenn.edu) or (610) 431-5328