



Presented by Be The Difference Foundation

March 29, 2015

Hosted by

JCC Austin

Sponsorship Opportunities



THE GOAL...

**200
RIDERS**

**175,000
DOLLARS**

**YOU CAN BE THE
DIFFERENCE IN
THE FIGHT TO END
OVARIAN CANCER!**

Be a part of the 2015 Wheel to Survive Austin...

Wheel to Survive 2015 is Austin's second annual 6-hour indoor cycling fundraiser presented by Be the Difference Foundation. The mission of Be the Difference Foundation is to help women increase their chance of survival of ovarian cancer. To achieve this goal, their efforts are focused on raising awareness and money to fund programs for women fighting ovarian cancer today and to provide research dollars for a cure.

Event details

All levels of riders are welcome from beginners to seasoned cyclists. Registration fees are \$40 for the 6 hour event. Participants can ride as individuals for the entire event or form a relay team. Individual riders have a minimum fundraising amount of \$500 and each team rider has a minimum fundraising requirement of \$250. One hundred percent of the dollars raised by participants goes to ovarian cancer research.

Why we need YOUR help

Women with ovarian cancer need your help today. Ovarian cancer is the most lethal gynecological cancer affecting 1 in 70 women. Today more than 65% of ovarian cancer patients will die of their disease, compared to less than 20% of breast cancer patients. When ovarian cancer is detected and treated early, the five-year survival rate is greater than 92%. Sadly

though, symptoms are vague and subtle, so most patients are diagnosed at later stages and less than 50% will survive longer than 5 years after their diagnosis.

IT IS TIME TO CHANGE THESE STATISTICS FOR OUR MOTHERS, DAUGHTERS, SISTERS AND WIVES AND BE THE DIFFERENCE IN THE FIGHT AGAINST OVARIAN CANCER TODAY!

About Be the Difference Foundation -- Jill Bach, Helen Gardner, Lynn Lentscher and Julie Shrell, each ovarian cancer survivors at different stages of the journey, wanted to give back and be the difference in the fight against ovarian cancer and formed Be the Difference Foundation. Since its inception in 2012, Be the Difference Foundation has raised more than one million dollars for the fight against ovarian cancer through Wheel to Survive events in Dallas, Austin, San Diego and San Francisco. Below are organizations the foundation has supported:

- The Clarity Foundation – for more information visit www.clarityfoundation.org
- University of Pennsylvania Ovarian Cancer Research Center – for more information visit www.uphs.upenn.edu/obgyn/research/ovarian_clinical.htm
- Memorial Sloan-Kettering Cancer Center Gynecology Research Center – for more information visit www.mskcc.org/research/lab/douglas-levine
- Lazarex Cancer Foundation – for more information visit www.lazarex.org



Austin – March 29, 2015

Dear Sponsor,

Thank you for your support of our Wheel to Survive Event. Please review the benefits associated with each sponsorship level below and indicate which level best fits your support by checking the box next to it. Please sign and complete the agreement at the bottom of this page. Scan and return this document along with your print ready logo and the exact name you want used when referring to your sponsorship to: Jon Mize, jmize@bethedifferencefoundation.org. Sponsorship payments are due upon signing and should be made payable to Be the Difference Foundation and mailed to 8604 Turtle Creek Blvd, #12682, Dallas, Texas 75225.

o\$10,000 BEING THE DIFFERENCE

- Prominent logo placement as BEING THE DIFFERENCE sponsor on event collateral including: WHEEL TO SURVIVE webpage; Top tier of sponsor logos on rider t-shirts, event signs, promotional materials and sized larger than other sponsor logos
Display of sponsor's banner (provided by sponsor) at event
Product samples and collateral provided by sponsor inserted in rider goody bags
Link to sponsor website and social media channels
Feature article spotlighting your sponsorship support in monthly e-newsletter
TITLE SPONSOR press release sent to media introducing your company's relationship to the event
Sponsor name included in press releases with reference as TITLE SPONSOR
Opportunity for participation in the WHEEL TO SURVIVE indoor cycling event for a team of 6 riders on a reserved bike with waived registration fees and TITLE SPONSOR recognition displayed on the bike
Opportunity for Senior Level Management spokesperson to address participants at the event

o\$7,500 CELEBRATING THE DIFFERENCE

- Logo placement as CELEBRATING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 2nd tier of sponsor logos on rider t-shirts, event signs, promotional materials
Display of sponsor banner (provided by sponsor) at event
Product samples and collateral provided by sponsor inserted in rider goody bags
Link to sponsor website and social media channels
Sponsor name included in press releases and e-newsletters
Reserved bike for a team of up to 6 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o\$5,000 MAKING THE DIFFERENCE

- Logo placement as MAKING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 3rd tier rider t-shirts, event signs, promotional materials
Product samples and collateral provided by sponsor inserted in rider goody bags
Link to sponsor website and social media channels
Sponsor name included in press releases and e-newsletters
Reserved bike for a team of up to 3 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o\$2,500 INVESTING IN THE DIFFERENCE

- Logo placement as INVESTING IN THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 4th tier rider t-shirts, event signs, promotional materials
Product samples and collateral provided by sponsor inserted in rider goody bags
Link to sponsor website and social media channels
Sponsor name included in press releases and e-newsletters

o\$1,000 SUPPORTING THE DIFFERENCE

- Name placement as SUPPORTING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage, rider t-shirts, event signs, promotional materials
Link to sponsor website and social media channels
Product samples and collateral provided by sponsor inserted in rider goody bags

Authorizing signature: _____

Date: _____

Print name: _____

Sponsor name: _____

Address: _____

City: _____ ST: _____ Zip: _____