



September 10, 2016

Hosted by



TEXAS TECH UNIVERSITY
Recreational Sports™

Sponsorship Opportunities



THE GOAL...

**100
RIDERS**

**\$50,000
DOLLARS**

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

Be a part of Wheel to Survive Lubbock 2016...

Wheel to Survive, presented by Be the Difference Foundation, is an indoor cycling team relay event where EVERY dollar raised by the riders goes to ovarian cancer research. 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 4 hour event. Participants form a relay team of 4 riders and ride as members of that team or ride as individuals for the entire event. Relay team riders have a minimum fundraising requirement of \$125 for each rider on the team and individual riders have a minimum fundraising amount of \$250. One hundred percent of the dollars raised by participants goes to ovarian cancer research and to fund programs for women currently fighting the disease.

Why we need your help

One woman is diagnosed with ovarian cancer every 24 minutes. One woman dies from ovarian cancer every 37 minutes. 7 out of 10 women diagnosed with ovarian cancer will die from the disease. Sadly, there is no routine, reliable early detection test for the disease. Research shows that when ovarian cancer is detected and treated early, the five-year survival rate is greater than 92%. Often symptoms are vague and subtle, and unfortunately most patients are diagnosed too late. In 2015, it is estimated that **21,000 women will be diagnosed with ovarian cancer, and 14,000 will die** from the disease.

With more funds to support awareness, survivor programs, and research, your support will help increase the chance of survival for many women – our mothers, daughters, sisters and friends.

About Be the Difference Foundation -- Jill Bach, Helen Gardner, Lynn Lentscher and Julie Shrell, each ovarian cancer survivors, wanted to give back and be the difference in the fight against ovarian cancer by forming Be the Difference Foundation. Since its inception in 2012, Be the Difference Foundation has raised more than **\$1.5 million** 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](#)
- [Mary Crowley Cancer Research Centers](#)
- [The University of Texas MD Anderson Cancer Center](#)
- [Lazarex Cancer Foundation](#)
- [University of Pennsylvania Ovarian Cancer Research Center](#)
- [Memorial Sloan-Kettering Cancer Center Gynecology Research Center](#)



Lubbock 2016 Sponsorship Levels

Dear Sponsor,

Thank you for your interest in supporting Wheel to Survive 2016. Please review the benefits associated with each sponsorship level below and indicate which level best fits your support by checking the circle 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, Be the Difference Foundation, Attn: Wheel to Survive Lubbock, 8604 Turtle Creek Blvd, #12682, Dallas, Texas 75225.

o\$7,500 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 and logo included in press releases with reference as TITLE SPONSOR
- Opportunity for participation in the WHEEL TO SURVIVE indoor cycling event for a team of 8 riders on two reserved bikes 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\$5,000 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 and logo included in press releases and e-newsletters
- Reserved bike for a team of up to 4 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o\$3,500 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 and logo 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\$2,000 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 and logo included in press releases and e-newsletters
- Reserved bike for a team of up to 2 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o\$1,000 SUPPORTING THE DIFFERENCE

- Logo 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
- Sponsor name and logo included in press releases and e-newsletters

Authorizing signature: _____

Date: _____

Print name: _____

Sponsor name: _____

Address: _____

City: _____ ST: _____ Zip: _____