

riding together to
end
cancer.

THE RIDE FOR ROSWELL
2019 SPONSORSHIP PACKET



PRESENTED BY **WEST HERR**
NEW YORK



SATURDAY, **June 22, 2019**

rideforroswell.org

riding together to
end
cancer.

The Ride For Roswell

The Ride For Roswell is a celebration for survivors, a tribute to those we've lost and a passionate commitment for all those who ride together to end cancer. Each year, more than 10,000 riders and volunteers come together to raise funds for cutting-edge research studies and innovative patient-care programs. The Ride For Roswell is one of the nation's largest cycling events and Roswell Park's signature fundraising event.

The purpose, the passion and the commitment to end cancer once and for all fuels The Ride For Roswell. Together, we can make a difference.

Here are some examples of its tremendous reach and impact:

- For every \$1 donated, Roswell Park can leverage an added \$13 in new research grant funding.
- More than 100,000 people have ridden in or volunteered for The Ride since its founding in 1996.
- It's grown tremendously each year and now covers 14 municipalities, four counties, two countries and over 400 miles.
- Our riders range in age from 1-year-olds to cyclists in their 80s!
- Choose from 10 routes that span the city of Buffalo, highlight scenic country roads and showcase breathtaking Canadian views.

THANK YOU!

On behalf of The Ride For Roswell, the Roswell Park Alliance Foundation and Roswell Park Comprehensive Cancer Center, we would like to thank you for taking the time to review our sponsorship proposal. We couldn't do our fundraising events without your support and dedication. In order for Roswell Park to continue to raise funds for cancer research and cures, your help is welcomed for the 2019 season. Some of the benefits of becoming a supporter of The Ride For Roswell and Roswell Park include:

- Community visibility
- Building employee morale and demonstrating company commitment to the community
- Impacting lives right here in our community
- Being a part of one of WNY's largest fundraising events
- The opportunity to have a corporate team of riders, volunteers and/or virtual riders





SPONSORSHIP OPPORTUNITIES

**REVOLUTION
\$50,000**

**BIG WHEEL
\$25,000**

**TEN SPEED
\$10,000**

**FIVE SPEED
\$5,000**

SPONSORSHIP BENEFITS

REGISTRATION FEES

| | | | | |
|---------------------------------|-----|-----|----|----|
| Complimentary registration fees | 325 | 250 | 50 | 25 |
|---------------------------------|-----|-----|----|----|

PRE-RIDE

| | | | | |
|--|---|---|---|---|
| Logo on The Ride For Roswell website | ● | ● | ● | ● |
| Opportunity to exhibit at The Ride For Roswell kickoff event | ● | ● | ● | ● |
| Social media acknowledgment (Facebook, Twitter, Instagram) | ● | ● | ● | |
| Logo on select print materials | ● | ● | ● | |
| Logo on the all routes mailer | ● | ● | | |
| Mention in select email communication | ● | ● | | |
| Logo and/or mentions in select media | ● | ● | | |
| Opportunity to customize the sponsor package | ● | | | |

RIDE WEEKEND

FRIDAY:

| | | | | |
|---|-----------|-----------|----------|----------|
| Passes to the Celebration of Hope | 20 passes | 10 passes | 4 passes | 2 passes |
| Stage mentions at the Celebration of Hope | ● | ● | ● | ● |
| Exhibitor booth | ● | ● | ● | ● |
| Social media acknowledgment | ● | ● | ● | |
| Logo on signage throughout campus | ● | ● | | |
| Opportunity to walk in the Celebration of Hope processional | ● | | | |

SATURDAY:

| | | | | |
|---|-----------|-----------|----------|----------|
| Complimentary team tent | 20x30 | 20x30 | 15x15 | 10x10 |
| Passes to the Extra Mile Club tent (Must raise \$1,000 or more) | 20 passes | 10 passes | 4 passes | 2 passes |
| Opportunity to provide insert coupons or product promotion in rider gift bags | ● | ● | ● | ● |
| Stage mentions throughout Ride day | ● | ● | ● | ● |
| Logo on volunteer T-shirt | ● | ● | ● | ● |
| Exhibitor booth | ● | ● | ● | ● |
| Logo on Rider T-shirt | ● | ● | ● | |
| Social media acknowledgment | ● | ● | ● | |
| Logo on Rider bib numbers | ● | ● | | |
| Logo on signage throughout campus | ● | ● | | |
| Logo on EMC jersey | ● | | | |

POST-EVENT

| | | | | |
|---|---|---|---|---|
| Opportunity to attend the Ride Year End Celebration | ● | ● | ● | ● |
| Acknowledgment in thank-you email | ● | ● | ● | |
| Opportunity to attend The Ride For Roswell Breakfast with the President at Roswell Park Comprehensive Cancer Center | ● | ● | | |
| Listed in post-event press release | ● | ● | | |

**If you would like to talk about sponsorship opportunities under \$5,000 please contact Erin Johnson at Erin.Johnson@roswellpark.org.*

REVOLUTION LEVEL > \$50,000

SPONSORSHIP BENEFITS

REGISTRATION FEES

| | |
|---------------------------------|-----|
| Complimentary registration fees | 325 |
|---------------------------------|-----|

PRE-RIDE

| | |
|--|---|
| Logo on The Ride For Roswell website | ● |
| Opportunity to exhibit at The Ride For Roswell kickoff event | ● |
| Social media acknowledgment (Facebook, Twitter, Instagram) | ● |
| Logo on select print materials | ● |
| Logo on the all routes mailer | ● |
| Mention in select email communication | ● |
| Logo and/or mentions in select media | ● |
| Opportunity to customize the sponsor package | ● |
| Logo on All Routes mailer | ● |

RIDE WEEKEND

FRIDAY:

| | |
|---|-----------|
| Passes to the Celebration of Hope | 20 passes |
| Stage mentions at the Celebration of Hope | ● |
| Exhibitor booth | ● |
| Opportunity to walk in the Celebration of Hope procession | ● |
| Social media acknowledgment | ● |
| Logo on signage throughout campus | ● |

SATURDAY:

| | |
|---|-----------|
| Complimentary team tent | 20x30 |
| Passes to the Extra Mile Club tent (Must raise \$1,000 or more) | 20 passes |
| Opportunity to provide insert coupons or product promotion in rider gift bags | ● |
| Stage mentions throughout Ride day | ● |
| Logo on volunteer T-shirt | ● |
| Exhibitor booth | ● |
| Logo on Rider T-shirt | ● |
| Social media acknowledgment | ● |
| Logo on Rider bib numbers | ● |
| Logo on signage throughout campus | ● |
| Logo on EMC jersey | ● |

POST-EVENT

| | |
|---|---|
| Opportunity to attend the Ride Year End Celebration | ● |
| Acknowledgment in thank-you email | ● |
| Opportunity to attend The Ride For Roswell Breakfast with the President at Roswell Park Comprehensive Cancer Center | ● |
| Listed in post-event press release | ● |

BIG WHEEL LEVEL > \$25,000

SPONSORSHIP BENEFITS

| REGISTRATION FEES | |
|---|-----------|
| Complimentary registration fees | 250 |
| PRE-RIDE | |
| Logo on The Ride For Roswell website | ● |
| Opportunity to exhibit at The Ride For Roswell kickoff event | ● |
| Social media acknowledgment (Facebook, Twitter, Instagram) | ● |
| Logo on select print materials | ● |
| Logo on the all routes mailer | ● |
| Mention in select email communication | ● |
| Logo and/or mentions in select media | ● |
| Logo on All Routes mailer | ● |
| RIDE WEEKEND | |
| FRIDAY: | |
| Passes to the Celebration of Hope | 10 passes |
| Stage mentions at the Celebration of Hope | ● |
| Exhibitor booth | ● |
| Social media acknowledgment | ● |
| Logo on signage throughout campus | ● |
| SATURDAY: | |
| Complimentary team tent | 20x30 |
| Passes to the Extra Mile Club tent (Must raise \$1,000 or more) | 10 passes |
| Opportunity to provide insert coupons or product promotion in rider gift bags | ● |
| Stage mentions throughout Ride day | ● |
| Logo on volunteer T-shirt | ● |
| Exhibitor booth | ● |
| Logo on Rider T-shirt | ● |
| Social media acknowledgment | ● |
| Logo on Rider bib numbers | ● |
| Logo on signage throughout campus | ● |
| POST-EVENT | |
| Opportunity to attend the Ride Year End Celebration | ● |
| Acknowledgment in thank-you email | ● |
| Opportunity to attend The Ride For Roswell Breakfast with the President at Roswell Park Comprehensive Cancer Center | ● |
| Listed in post-event press release | ● |



TEN SPEED LEVEL > \$10,000

SPONSORSHIP BENEFITS

| REGISTRATION FEES | |
|---|----------|
| Complimentary registration fees | 50 |
| PRE-RIDE | |
| Logo on The Ride For Roswell website | ● |
| Opportunity to exhibit at The Ride For Roswell kickoff event | ● |
| Social media acknowledgment (Facebook, Twitter, Instagram) | ● |
| Logo on select print materials | ● |
| RIDE WEEKEND | |
| FRIDAY: | |
| Passes to the Celebration of Hope | 4 passes |
| Stage mentions at the Celebration of Hope | ● |
| Exhibitor booth | ● |
| Social media acknowledgment | ● |
| SATURDAY: | |
| Complimentary team tent | 15x15 |
| Passes to the Extra Mile Club tent (Must raise \$1,000 or more) | 4 passes |
| Opportunity to provide insert coupons or product promotion in rider gift bags | ● |
| Stage mentions throughout Ride day | ● |
| Logo on volunteer T-shirt | ● |
| Exhibitor booth | ● |
| Logo on Rider T-shirt | ● |
| Social media acknowledgment | ● |
| POST-EVENT | |
| Opportunity to attend the Ride Year End Celebration | ● |
| Acknowledgment in thank-you email | ● |



FIVE SPEED LEVEL > \$5,000

SPONSORSHIP BENEFITS

REGISTRATION FEES

| | |
|---------------------------------|----|
| Complimentary registration fees | 25 |
|---------------------------------|----|

PRE-RIDE

| | |
|--------------------------------------|---|
| Logo on The Ride For Roswell website | ● |
|--------------------------------------|---|

| | |
|--|---|
| Opportunity to exhibit at the Ride For Roswell kickoff event | ● |
|--|---|

RIDE WEEKEND

FRIDAY:

| | |
|-----------------------------------|----------|
| Passes to the Celebration of Hope | 2 passes |
|-----------------------------------|----------|

| | |
|---|---|
| Stage mentions at the Celebration of Hope | ● |
|---|---|

| | |
|-----------------|---|
| Exhibitor booth | ● |
|-----------------|---|

SATURDAY:

| | |
|-------------------------|-------|
| Complimentary team tent | 10x10 |
|-------------------------|-------|

| | |
|---|----------|
| Passes to the Extra Mile Club tent (Must raise \$1,000 or more) | 2 passes |
|---|----------|

| | |
|---|---|
| Opportunity to provide insert coupons or product promotion in rider gift bags | ● |
|---|---|

| | |
|------------------------------------|---|
| Stage mentions throughout Ride day | ● |
|------------------------------------|---|

| | |
|---------------------------|---|
| Logo on volunteer T-shirt | ● |
|---------------------------|---|

| | |
|-----------------|---|
| Exhibitor booth | ● |
|-----------------|---|

POST-EVENT

| | |
|---|---|
| Opportunity to attend the Ride Year End Celebration | ● |
|---|---|

THANK YOU!



The
**Ride For
Roswell**

PRESENTED BY **WESTHERR**
NEW YORK

rideforroswell.org