



P. O. Box 722, Quakertown, PA 18951
www.amysriderunwalk.com

To Whom it May Concern:

We are asking you to support the 5th Annual **Amy's Ride/Run/Walk Against Pancreatic Cancer (ARRW)** to be held Saturday, May 18, 2019 in Quakertown, PA. ARRW is an annual fundraising event of the Pancreatic Cancer Cure Foundation (PCCF), a registered 501(c)(3) non-profit dedicated to supporting pancreatic cancer research and treatment. PCCF is a strong supporter of research at The Sidney Kimmel Cancer Center at Thomas Jefferson University in Philadelphia, an NCI-designated and nationally leading pancreatic care and research institution right here in our region. We also support pancreatic cancer patient care and support initiatives in our local community.

Why This Is Important

Each year, more and more Americans will hear the words, "You have pancreatic cancer." In 2018, an estimated 55,440 received this diagnosis. Of those diagnosed, an estimated 71% will die in the first year and only 9% will survive beyond 5 years. Pancreatic Cancer is a formidable disease and is now the 3rd leading cause of cancer death in the United States. It is expected to become the 2nd by 2020. It has no proven curative treatments nor are there early detection tools. Despite this, research funding is shockingly inadequate. Pancreatic Cancer initiatives receive less than 2% of the National Cancer Institute's (NCI) research budget. Funding from organizations like ours is critical to develop and sustain progressive research.

The Event – Amy's Ride/Run/Walk Against Pancreatic Cancer

Amy's Ride/Run/Walk continues to grow in its success! Last year despite torrential rain, nearly 400 participants, 100 volunteers and 75 corporate and business sponsors supported the event. To date, with help from sponsors like you, we've donated more than \$124,000.00 to valuable research and patient treatment at Jefferson and other local initiatives.

Our family event offers a 5K pet-friendly family walk, a 5k timed run or two bike options; 24 or 42 miles. This year we expect a bigger turnout than last year! Our goal this year is to continue our strong support for critically needed research and clinical programs. Based on positive community response from last year, we will again hold the event in conjunction with the Upper Bucks County Arts Alive Festival. Participants and volunteers can stroll the few short blocks from our event area to join this family-friendly, juried arts festival held in downtown Quakertown that draws over 5,000 attendees.

The Story Behind This Event

In November of 2014 Amy [Cygan] Spier lost her 3-year battle with pancreatic cancer. Amy's courage and resolve inspired us to carry on her fight against pancreatic cancer. During her treatment at Jefferson we learned about the shockingly underfunded research programs for pancreatic cancer. Together with our community and supporters like you, we are making a difference.

How You Can Help

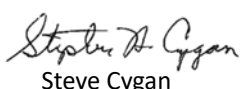
Please consider supporting this critical cause with your sponsorship or support. There are several levels of sponsorship we're certain one will fit your charitable contribution budget. In addition to sponsorships, you can also engage your employees by creating a company 'team' your employees can participate in friendly competition with other teams in both the event and fundraising.

Any support you're able to provide will be appreciated by all those affected by this terrible disease. In anticipation, we thank you for your kindness and your generosity.

If you have questions, or you need help setting up a company team, please contact us at amysriderunwalk@gmail.com.

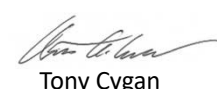
Appreciatively,

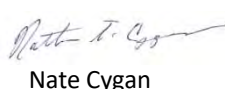

Mike Cygan

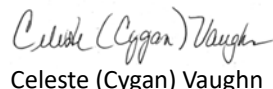

Steve Cygan

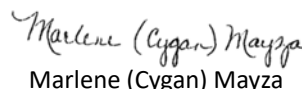

Dave Cygan

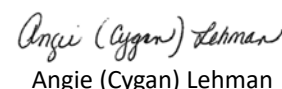

Greg Cygan


Tony Cygan


Nate Cygan


Celeste (Cygan) Vaughn


Marlene (Cygan) Mayza


Angie (Cygan) Lehman



2019 Amy's Ride/Run/Walk Sponsorship Opportunities

Event Date: May 18, 2019

Sponsor Level	Minimum Contribution	Banners			Event Area Sponsor List	Website Link	T-Shirt	Tech Shirt	Printed Material	Advertising	Material in Participant Bag
		Street	Light Pole Banners	Rest Stops (3)							
Platinum	\$4,000	P	S		P	P	P	P	P	P	✓
Gold	\$3,000	S	P		S	S	S	S	S	S	✓
Silver	\$2,000		S	P	S	S	S	S	*S	*S	✓
Bronze	\$1,000			S	S	S	*S	*S	*S	*S	✓
Benefactor	\$500				✓	✓	*TL	*T L	*✓	*✓	✓
Supporter	\$250				✓	✓					✓
Donations					✓	✓					✓

Sponsor Logo Prominence

P – Primary Position

S – Secondary Position

✓ - Included

TL - Included as text listing

* - If space and/or requirements permit
(see Item Descriptions for details)

In all locations where multiple sponsorship levels are listed, those sponsors at the level listed as “Primary” will always have greatest visibility.

Other sponsorships levels at those multi-level locations will have their logos or names displayed in hierarchal order of prominence with each sponsorship level visually more prominent than the level below it.

Sponsor Item Descriptions

- **Street Banner or Electronic Sign**– One or more cross-street banners spanning strategic, high-visibility street locations placed two or more weeks in advance of the event, or an electronic display sign.
- **Light Pole Banners** – Logo on light pole banners in event area.
- **Rest Stops** – Banner over each of three (3) rest stops; one in main event area and two on cycling routes. Bronze level sponsors will all be listed on each of the three banners.
- **Event Area Sponsor List** – Large prominent banner listing all sponsors in main event area
- **Website Link** –Logo on website with hyperlink to sponsor’s website
- **T-Shirt** – Position on back of all participant and volunteer t-shirts. Platinum, Gold and Silver sponsorships guaranteed logos (sized accordingly); Bronze and Benefactor will be listed as text.
- **Tech Shirt** – Position on high-performance tech shirt given to individuals raising a minimum funding level. Platinum, Gold and Silver sponsorships are guaranteed logos, sized accordingly. Bronze and Benefactor sponsors will be listed as text.
- **Printed Material** – Position and/or inclusion on printed collateral material which could include rack cards, brochures, posters, etc.
- **Advertising** – Prominence and/or inclusion in paid or donated advertising where sponsors can be included such as billboard, newspaper, e-zines, periodicals, etc. Inclusion is subject to type of advertising and space/budget constraints
- **Material In Participant Bag** – Ability to include donated items, coupons, promotional items, etc. in participant grab bag



2019 AMY'S RIDE/RUN/WALK SPONSOR SIGN UP FORM
EVENT DATE: MAY 18, 2019

✓	MINIMUM CONTRIBUTION	SPONSORSHIP LEVEL	*Promotional Items to Participants - Are there any items you wish to distribute to participants? If so, what are they?
	\$4,000.00	PLATINUM	
	\$3,000.00	GOLD	
	\$2,000.00	SILVER	
	\$1,000.00	BRONZE	
	\$500.00	BENEFACTOR	
	\$250.00	SUPPORTER	
		DONATIONS	
		IN-KIND/OTHER**	

**All participants will be given a bag of item. Sponsors are invited to provide items to be distributed to participants. Items could include coupons, brochure(s), flyers, information, water bottles, stickers, etc. Can determine at a later date if desired.*

***Determine approximate value.*

Logo Artwork – For major sponsor whose names will appear on banners (Platinum through Bronze), please provide preferred logo artwork as high-res, 300 dpi. eps files are requested. Alternatively, provide a hi-res, 300 dpi .jpg or .png. An additional black and white version, though not necessary, would be appreciated for use with the t-shirt printing.

- *Make Checks Payable to: Pancreatic Cancer Cure Foundation, c/o Amy's Ride/Run/Walk, PO Box 722, Quakertown PA 18951*
- *Any questions or information, please email us at amysriderunwalk@gmail.com*

COMPANY / ORGANIZATION

CONTACT

ADDRESS1

TITLE

ADDRESS2

EMAIL

CITY / STATE / ZIP

PHONE

WEB ADDRESS

CELL PHONE

SIGNATURE

DATE