



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

To Whom it May Concern:

We are asking you to support the 6<sup>th</sup> Annual **Amy's Ride/Run/Walk Against Pancreatic Cancer (ARRW)** to be held Saturday, May 16th, 2020 in Quakertown, PA. ARRW is an annual fundraising event of the Pancreatic Cancer Cure Foundation (PCCF), a local 501(c)3 non-profit which has donated more than \$175,000.00 to pancreatic cancer research and patient support programs since 2015. Of this amount, more than \$145,000.00 was allocated towards pancreatic cancer research at Jefferson University/Sidney Kimmel Cancer Center in Philadelphia (an NCI-designated national cancer center). The remaining \$30,000.00 has provided programs and support to pancreatic cancer patients and their caregivers through both Jefferson/Sidney Kimmel Cancer Center in Philadelphia and St. Luke's Cancer Center in Quakertown, PA with an additional allocation to Cancer Support Community to underwrite a patient-centered pancreatic cancer symposium in the Lehigh Valley. Our goal this year is to continue our strong support for critically needed research and clinical programs.

### Why This Is Important

Each year, more and more Americans will hear the words, "You have pancreatic cancer." In 2019, an estimated 56,770 received this diagnosis, 71% will die in the first year, the 5 year survival rate is only 9%. Pancreatic Cancer is a formidable disease, recently rising to the 3<sup>rd</sup> leading cause of cancer death in the United States. It is expected to become the 2<sup>nd</sup> by 2020. Surgery is the only curative treatment, with limited successful outcomes. There are no early detection tools. In spite of this, research funding is shockingly inadequate. Pancreatic Cancer initiatives receive less than 3% of the National Cancer Institute's (NCI) research budget. Funding from organizations like ours is critical for key progressive research and treatment initiatives.

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

Amy's Ride/Run/Walk continues to grow in its success! Every year the event has grown, 2019 was our best year yet with more than 400 participants, 60 volunteers and over 75 corporate and business sponsors supporting the event.

Our family event offers participants their choice of a 5K pet and family friendly fun walk, a 5k timed run or two bike options; 24 or 42 miles. 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.

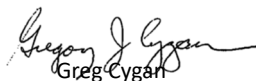
If you have questions, or you need help setting up a company team, please contact us at [amysriderunwalk@gmail.com](mailto:amysriderunwalk@gmail.com).

Appreciatively,

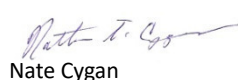
  
Mike Cygan

  
Steve Cygan

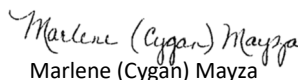
  
Dave Cygan

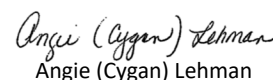
  
Greg Cygan

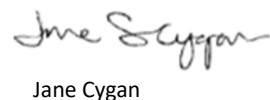
  
Tony Cygan

  
Nate Cygan

  
Celeste (Cygan) Vaughn

  
Marlene (Cygan) Mayza

  
Angie (Cygan) Lehman

  
Jane Cygan

  
Laura Loggia

  
Stephen Markley



# 2020 Amy's Ride/Run/Walk Sponsorship Opportunities

Event Date: May 16, 2020

Sponsor Level	Minimum Contribution	Banners				Event Area Sponsor List	Website Link	T-Shirt	Tech Shirt	Printed Material	Advertising	Material in Participant Bag
		Street	Event Area	Light Pole Banners	Rest Stops (3)							
Platinum	\$4,000	P	4x8	S		P	P	P	P	P	P	✓
Gold	\$3,000	S	4x4	P		S	S	S	S	S	S	✓
Silver	\$2,000		2x4	S	P	S	S	S	S	*S	*S	✓
Bronze	\$1,000		2x1		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.
- **Event Area Banners**–of various sizes, located in the event central area.
- **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.



**2019 AMY'S RIDE/RUN/WALK SPONSOR SIGN UP FORM**  
**EVENT DATE: MAY 16, 2020**

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

*\*All participants will be given a SWAG bag of items, Sponsors are invited to provide items to be distributed to participants. Items could include coupons, brochure(s), flyers, information, water bottles, stickers, etc. Please provide all SWAG items no later than 5/1/2020. Contact 267-371-2358 to text or leave a message.*

*Logo Artwork – For major sponsors (Platinum through Bronze) whose names will appear on banners, please provide logo artwork as high-res min 300 dpi eps files if possible. Alternative file options would include hi-res min 300 dpi files in .jpg or .png file formats. An additional black and white version, though not necessary, would be helpful 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](mailto:amysriderunwalk@gmail.com) or contact 267-371-2358 to text or leave a message*

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 COMPANY / ORGANIZATION

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 CONTACT

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 ADDRESS1

\_\_\_\_\_  
 TITLE

\_\_\_\_\_  
 ADDRESS2

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 EMAIL

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 CITY / STATE / ZIP

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 PHONE

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 WEB ADDRESS

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 CELL PHONE

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 SIGNATURE

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 DATE