



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

To Amy's Ride/Run/Walk (ARRW) Supporters:

We are asking you to support the 8<sup>th</sup> Annual **Amy's Ride/Run/Walk Against Pancreatic Cancer (ARRW)** to be held Saturday, **May 21<sup>st</sup>, 2022** 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 \$265,000.00 to pancreatic cancer research and patient support programs since 2015. Of this amount, 80% was allocated towards pancreatic cancer research at *Jefferson/Sidney Kimmel Cancer Center* and *Fox Chase Cancer Center*, both in Philadelphia. The remaining 20% has funded support and programs for pancreatic cancer patients and their primary caregivers at *Jefferson/Sidney Kimmel Cancer Center* in Philadelphia; *St. Luke's Cancer Center* in Quakertown and the *Cancer Support Community* of Lehigh Valley.

In spite of canceling the 2020 event due to COVID and holding a modified in-person/virtual event in 2021, we were still able to contribute more than \$100,000.00 towards research and programs over these two years due to the generosity of sponsors and donors like you! Our goal this year is to make an even greater impact.

**Why This Is Important**

Each year, more and more Americans will hear the words, "You have pancreatic cancer." In 2022, an estimated 62,210 will receive this diagnosis, and 49,830 people will die from the disease. For all stages combined, **the 5-year relative survival rate is 11%**, which with the help and support of donors like you, **is a marked improvement over the 6% 5-year survival rate** when Amy's Ride/Run/Walk first began in 2015. Still, pancreatic cancer is a formidable disease, recently rising to the 3rd leading cause of cancer death in the United States. It is expected to become the 2nd by 2030. There are no early detection tools. In spite of this, research funding is shockingly inadequate with pancreatic cancer receiving 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 with more than 400 participants, 60 volunteers and over 75 corporate and business sponsors supporting the event. With a fun, family atmosphere, participants can choose between four options; a 5k walk that's family and pet friendly; a 5k chip-timed run; or one of two bicycling options with 24- or 42-mile routes. Based on positive community response from last year, we will again hold the event in conjunction with the *Arts Alive!* fine arts and crafts 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. During her treatment at Jefferson we learned about the shockingly underfunded research programs for pancreatic cancer. Amy's courage and resolve inspired us to carry on her fight against 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' where your they 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 [ARWW@pan-cure.org](mailto:ARWW@pan-cure.org).

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			



## 2022 Amy's Ride/Run/Walk Sponsorship Opportunities

### Event Date: May 21, 2022

Sponsor Level	Minimum Contribution	Banners			Website Link	Event T-Shirt	Complimentary Registrations	Printed Material	Advertising	Material in Participant Bag
		Event Area	Light Pole Banners	Rest Stops (2)						
Platinum	\$4,000	✓	✓		✓	✓	20	✓	✓	✓
Gold	\$3,000	✓	✓		✓	✓	15	✓*	✓*	✓
Silver	\$2,000	✓	✓	✓	✓	✓	10	✓*	✓*	✓
Bronze	\$1,000	✓		✓	✓	✓	5	✓*	✓*	✓
Benefactor	\$500	✓		✓						✓
Supporter	\$250	✓		✓						✓
Donations										✓

#### Sponsor Key

✓ - Included

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

#### Sponsor Item Descriptions

- **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 two (2) rest stops on cycling routes
- **Website Link** – Logo on website with hyperlink to sponsor's website
- **Event 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 space permits
- **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
- **Complimentary Registrations** – Provided to major sponsors at noted levels. A code will be provided to access the complimentary registrations through the online registration platform.
- **Material in Participant Bags** – Opportunity to include items e.g. coupons, promotional items, etc.



**2022 AMY'S RIDE/RUN/WALK SPONSOR SIGN UP FORM**  
**EVENT DATE: MAY 21, 2022**

✓	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	
		MONETARY DONATIONS	
		IN-KIND/OTHER <i>PLEASE PROVIDE APPROXIMATE VALUE</i>	
		SWAG*	

*\*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 5/1/2022. Contact [ARRW@pan-cure.org](mailto:ARRW@pan-cure.org) for more info.*

*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, PO Box 722, Quakertown PA 18951*
- *Email artwork or questions to [ARRW@pan-cure.org](mailto:ARRW@pan-cure.org)*

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COMPANY / ORGANIZATION

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CONTACT

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ADDRESS1

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ADDRESS2

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