



SPONSORSHIP OPPORTUNITIES



MAY 18, 2024

The Park at 4th and Mill Street Quakertown Memorial Park



EACH YEAR, MORE AND MORE AMERICANS WILL HEAR THE WORDS, "YOU HAVE PANCREATIC CANCER"

Pancreatic cancer is one of the most deadly cancers. The combined 5-year survival rate for all cancer stages is 12%, which with the help and support of donors like you, is a notable 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. And, while the incidence of many other cancers is **decreasing**, the rate of pancreatic cancer is **increasing**.

Funding from organizations like **Pancreatic Cancer Cure Foundation** is critical for key progressive research and treatment initiatives.

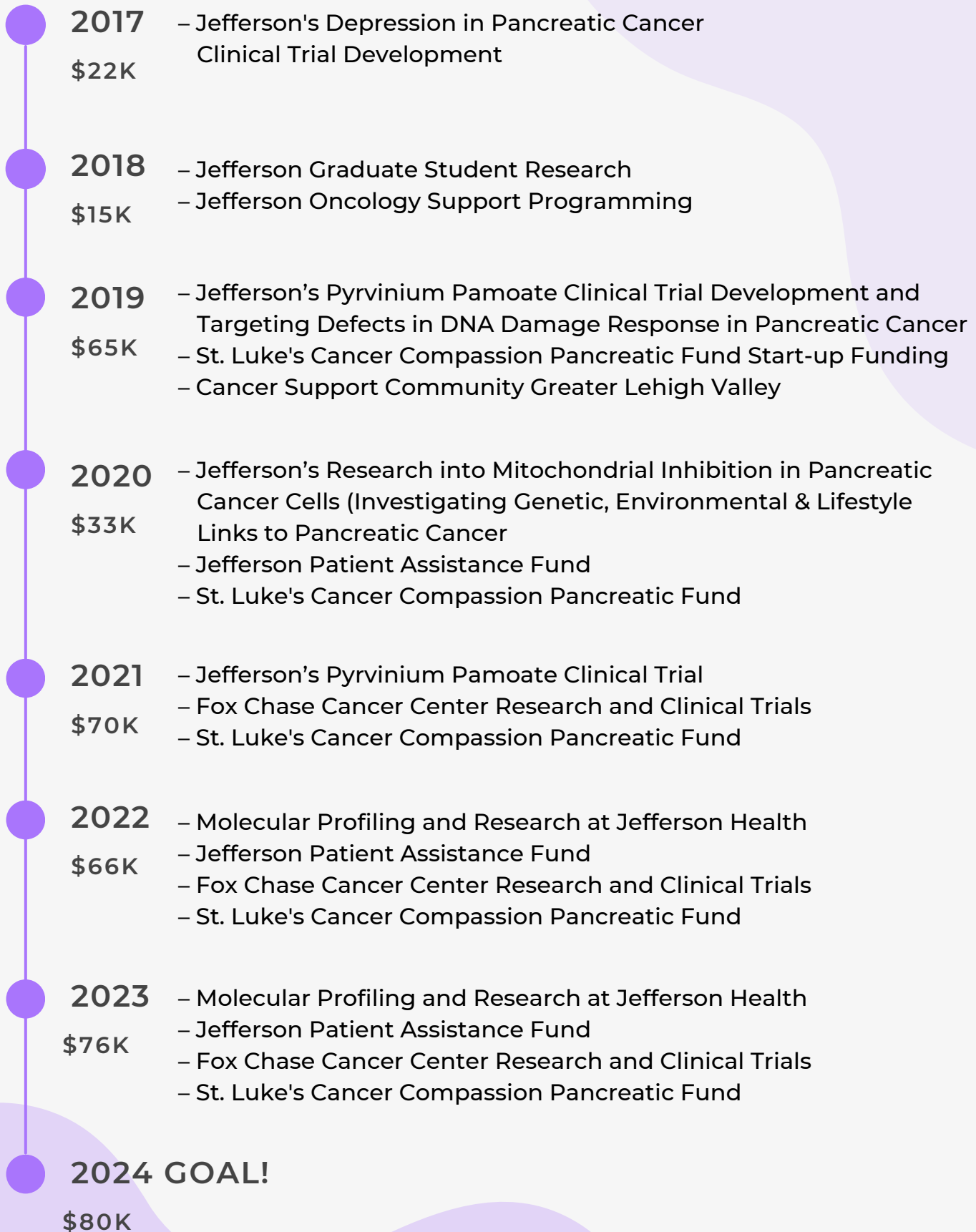
SINCE 2015, PCCF HAS DONATED OVER \$400,000!



HELP US #FLIPTHESTORY

PC CF Pancreatic Cancer Cure Foundation, Inc.

OUR IMPACT



ABOUT THE EVENT

Amy's Ride/Run/Walk is an incredibly fun and family-friendly riding, running, and walking event to raise money for pancreatic cancer research and patient care programs for hospitals in our region.



MORE THAN 400 PARTICIPANTS

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.



4 EVENT OPTIONS

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.



ARTS ALIVE! ARTS 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.



FUN FOR THE FAMILY

Children 15 and under participate for free!



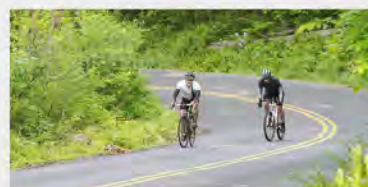
5K Family Fun Walk
Pet Friendly!



5K Timed Run
*Flat Route,
Mostly Paved*



24 Mile Bike Ride
*Scenic, Rolling
Rural Route*



42 Mile Bike Ride
*Scenic, Slightly More
Challenging*

SPONSOR LEVELS

PLATINUM SPONSOR: \$4,000

WEBSITE & EMAIL

- Company logo prominently displayed on the Amy's Ride/Run/Walk homepage, linking to your website
- Company logo prominently displayed in all Amy's Ride/Run/Walk email blasts, link to your website (highly targeted, engaged subscribers)

SOCIAL MEDIA

- Prominent display on sponsor posts on Amy's Ride/Run/Walk social accounts
- Individual "Thank You" post on Amy's Ride/Run/Walk social accounts with logo/picture, linking to your website and social accounts

EVENT SIGNAGE

- Logo placement on **light pole banners**
- Logo placement on **event area banners**

EVENT T-SHIRT

- Prominent position on the back of all participant and volunteer t-shirts

ADDITIONAL EXPOSURE

- Printed Materials—Logo displayed on printed collateral material
- Advertising—Prominent display in paid or donated advertising where sponsors can be included
- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc
- Optional table or pop-up in event area (For eligibility requirements see pg. 8)

COMPLIMENTARY REGISTRATIONS

- **20 Complimentary registrations**—Make it a company event! Come up with a neat team name and get everyone on board with 20 free signups with the Platinum level sponsorship.

GOLD SPONSOR: \$3,000

WEBSITE & EMAIL

- Company logo prominently displayed on the Amy's Ride/Run/Walk homepage, linking to your website
- Company logo prominently displayed in all Amy's Ride/Run/Walk email blasts, link to your website (highly targeted, engaged subscribers)

SOCIAL MEDIA

- Prominent display on sponsor posts on Amy's Ride/Run/Walk social accounts
- Individual "Thank You" post on Amy's Ride/Run/Walk social accounts with logo/picture, linking to your website and social accounts

EVENT SIGNAGE

- Logo placement on **light pole banners**
- Logo placement on **event area banners**

EVENT T-SHIRT

- Prominent position on the back of all participant and volunteer t-shirts

ADDITIONAL EXPOSURE

- Printed Materials—Logo displayed on printed collateral material
- Advertising—Prominent display in paid or donated advertising where sponsors can be included
- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc
- Optional table or pop-up in event area (For eligibility requirements see pg. 8)

COMPLIMENTARY REGISTRATIONS

- **15 Complimentary registrations**—Make it a company event! Come up with a neat team name and get everyone on board with 15 free signups with the Platinum level sponsorship.

SPONSOR LEVELS

SILVER SPONSOR: \$2,000

WEBSITE & EMAIL

- Company logo prominently displayed on the Amy's Ride/Run/Walk homepage, linking to your website
- Company logo prominently displayed in all Amy's Ride/Run/Walk email blasts, link to your website (highly targeted, engaged subscribers)

SOCIAL MEDIA

- Prominent display on sponsor posts on Amy's Ride/Run/Walk social accounts
- Individual "Thank You" post on Amy's Ride/Run/Walk social accounts with logo/picture, linking to your website and social accounts

EVENT SIGNAGE

- Logo placement on **light pole banners**
- Logo placement on **event area banners**

EVENT T-SHIRT

- Placement on the back of all participant and volunteer t-shirts

ADDITIONAL EXPOSURE

- Printed Materials—Logo displayed on printed collateral material
- Advertising—Prominent display in paid or donated advertising where sponsors can be included
- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc
- Optional table or pop-up in event area (For eligibility requirements see pg. 8)

COMPLIMENTARY REGISTRATIONS

- **10 Complimentary registrations**—Make it a company event! Come up with a neat team name and get everyone on board with 10 free signups with the Platinum level sponsorship.

BRONZE SPONSOR: \$1,000

WEBSITE & EMAIL

- Company logo prominently displayed on the Amy's Ride/Run/Walk homepage, linking to your website
- Company logo prominently displayed in all Amy's Ride/Run/Walk email blasts, link to your website (highly targeted, engaged subscribers)

SOCIAL MEDIA

- Prominent display on sponsor posts on Amy's Ride/Run/Walk social accounts
- Inclusion in Bronze Sponsor "Thank You" posts on Amy's Ride/Run/Walk social accounts

EVENT SIGNAGE

- Logo placement on **event area banners**
- Logo placement on **2 rest stop banners**

EVENT T-SHIRT

- Placement on the back of all participant and volunteer t-shirts

ADDITIONAL EXPOSURE

- Printed Materials—Logo displayed on printed collateral material
- Advertising—Prominent display in paid or donated advertising where sponsors can be included
- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc
- Optional table or pop-up in event area (For eligibility requirements see pg. 8)

COMPLIMENTARY REGISTRATIONS

- **5 Complimentary registrations**—Make it a company event! Come up with a neat team name and get everyone on board with 5 free signups with the Platinum level sponsorship.

SPONSOR LEVELS

BENEFACTOR SPONSOR: \$500

WEBSITE

- Company logo displayed on Amy's Ride/Run/Walk sponsor webpage, linking to your website.

SOCIAL MEDIA

- Inclusion in Benefactor Sponsor "Thank You" posts on Amy's Ride/Run/Walk social accounts

EVENT SIGNAGE

- Logo placement on **event area banners**
- Logo placement on **2 rest stop banners**

EVENT T-SHIRT

- Placement on the back of all participant and volunteer t-shirts (**AS SPACE PERMITS**)

ADDITIONAL EXPOSURE

- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc

SUPPORTER SPONSOR: \$250

WEBSITE

- Company logo displayed on Amy's Ride/Run/Walk sponsor webpage, linking to your website.

SOCIAL MEDIA

- Inclusion in Supporter Sponsor "Thank You" posts on Amy's Ride/Run/Walk social accounts

EVENT SIGNAGE

- Logo placement on **event area banners**

ADDITIONAL EXPOSURE

- Participant Bag—Opportunity to include items e.g. coupons, promotional items, etc

DONATIONS

MATERIAL IN PARTICIPANT BAG

- Opportunity to include items e.g. coupons, promotional items, etc if desired

SPONSOR OPTION

TABLES OR POP-UPS IN EVENT AREA

- Eligible to Platinum, Gold, Silver, or Bronze Sponsors Levels only
- **Reserved for companies involved in the diagnosis, treatment, or prevention of pancreatic cancer** (Pharmaceuticals, Hospitals, Cancer Centers, Labs, etc.)
- Vendors will provide their own tents, tables, or anything else needed to set up their space

IN-KIND SPONSORS

In-kind donations of goods, materials or professional services to help support Amy's Ride/Run/Walk are incredibly important and greatly appreciated. They allow us to keep overhead low and ensure that more of the money raised by participants goes directly to funding pancreatic cancer research and advocacy efforts.

IN-KIND SPONSOR, PRODUCTS & SERVICES

CONTRIBUTIONS

- Printing, Signage or Advertising (billboards, newspaper, magazines, radio and TV)
- Food & Beverages
- Venue & Equipment Costs
- Event Day Bags (preferably eco-friendly & reusable)
- Awards & Medals
- Entertainment
- Photography/Videography

BENEFITS

- Your logo (or name) will be displayed on Amy's Ride/Run/Walk sponsor page as an In-Kind Sponsor
- Your logo/name will be displayed in text only on the event t-shirts for contributions valued at \$1,000 or more

EVENT SIGNAGE

- Logo placement on registration area banner

IN-KIND SPONSOR, RAFFLE & PRIZES

RAFFLE

- We are in need of donations for our Gift Raffle on event day (gift cards, product or service gift certificates, products, etc.)
- Your name (company, group, team, individual) and/or logo will be displayed on Amy's Ride/Run/Walk sponsor page as an In-Kind Sponsor

RACE PRIZES

- Gift cards to top placing runners in each age category
- Your name (company, group, team, individual) and/or logo will be displayed on Amy's Ride/Run/Walk website as an In-Kind Sponsor

EVENT SIGNAGE

- Logo placement on registration area banner

EVENT SIGNAGE

- Logo placement on registration area banner

SPONSOR MATRIX

WEB/EMAIL

SOCIAL

SIGNAGE

OUTREACH

	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Benefactor \$500	Supporter \$250
Logo and link on website homepage	✓	✓	✓	✓		
Logo and link on website sponsor page	✓	✓	✓	✓	✓	✓
Logo and link in email blasts	✓	✓	✓	✓		
Social Posts	✓	✓	✓	✓	✓	✓
Individual Thank You	✓	✓	✓	✓		
Sponsor-Level Thank you					✓	✓
Light Pole Banners	✓	✓	✓			
Event Area Banners	✓	✓	✓	✓	✓	✓
Rest Stop Banners				✓	✓	
Logo on Event T-shirt	✓	✓	✓	✓	✓*	
Table/Pop-up (Eligibility pg. 8)	✓	✓	✓	✓		
Advertising	✓	✓				
Participant Bag	✓	✓	✓	✓	✓	✓
Complimentary Registrations	20	15	10	5	0	0

* As space permits

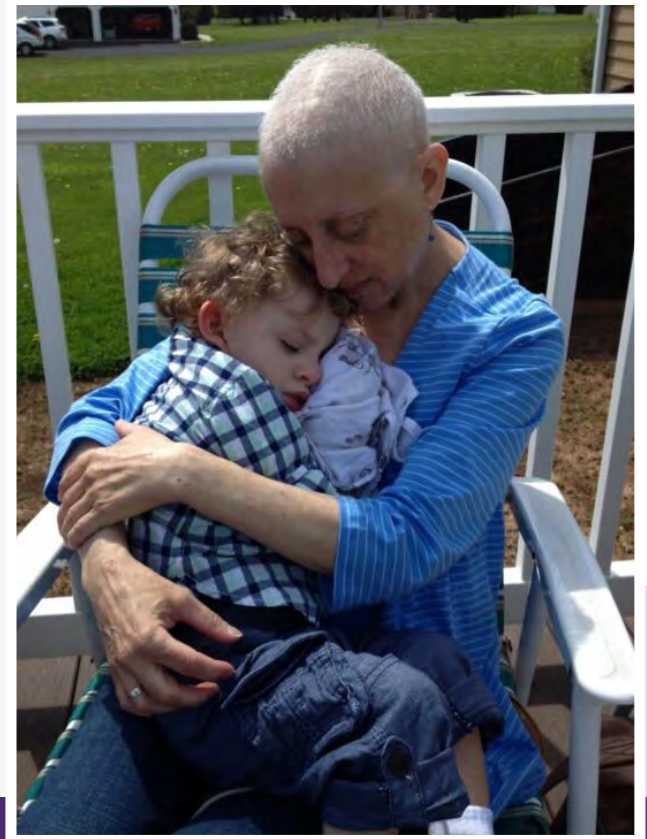


THE STORY BEHIND AMY'S RIDE/RUN/WALK

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.



The Cygan Family



THANK YOU!

**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.

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.

The PCCTF Family

AMYSRIDERUNWALK.COM • SPONSOR@PAN-CURE.ORG • PAN-CURE.ORG

AMY'S RIDE/RUN/WALK SPONSORSHIP

Saturday, May 18, 2024

The Park at 4th and Mill Street • Quakertown, PA

www.AmysRideRunWalk.com • sponsor@pan-cure.org



Please complete and submit form by **March 1, 2024** for optimal exposure

SPONSOR INFORMATION:

COMPANY / ORGANIZATION

ADDRESS

CITY

STATE

ZIP

COMPANY WEBSITE

CONTACT NAME

TITLE

CONTACT EMAIL

CONTACT PHONE

COMPLIMENTARY EVENT SHIRTS (Sizes due by 4/28/24)

SHIRT 1: ☐ Women's ☐ Men's | ☐ Small ☐ Med ☐ Large ☐ XL ☐ XXL ☐ No Shirt

SHIRT 2: ☐ Women's ☐ Men's | ☐ Small ☐ Med ☐ Large ☐ XL ☐ XXL ☐ No Shirt

SPONSOR LEVEL

☐ PLATINUM
(\$4,000)

☐ GOLD
(\$3,000)

☐ SILVER
(\$2,000)

☐ BRONZE
(\$1,000)

☐ BENEFACTOR
(\$500)

☐ SUPPORTER
(\$250)

OTHER

☐ DONATION List Amount

☐ IN-KIND Approx. Value

☐ SWAG*

☐ TABLE or POP-UP (Eligibility on pg. 8)

*Please provide all SWAG items no later than May 1st. Contact sponsor@pan-cure.org for more info.

What's Next?

1. Make checks payable to Pancreatic Cancer Cure Foundation, P.O. Box 722, Quakertown, PA 18951.
2. Email artwork or questions to sponsor@pan-cure.org

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.

Pancreatic Cancer Cure Foundation is a registered non-profit organization exempt under Section 501(c)(3) of the Internal Revenue Code. Contributions are tax-deductible as provided by law. EIN: 81-5164082