



Dear Friend:

2022 marks the **23<sup>rd</sup> Annual Challenge for Cancer Bike Tour, presented by Brandywine Valley Heating and Air Conditioning**. As we come back together in person this year, we are aiming to have the most successful Challenge for Cancer Bike Tour yet; one that raises the most money for patients living with cancer in Chester County.

We invite you to join us for the 23<sup>rd</sup> Annual Challenge for Cancer Bike Tour on Sunday, June 26, 2022. Your support as a Challenge Sponsor will allow us to continue to offer excellent care for families affected by cancer at the Abramson Cancer Center at Chester County Hospital.

For patients living with cancer, the Abramson Cancer Center at Chester County Hospital offers the latest treatments in cancer care through our powerful partnership with Penn Medicine. Having access to the finest care in our own backyard is the direct result of support from friends like you.

Sponsoring the Challenge for Cancer offers your business the opportunity to showcase your community involvement, foster wellness for your employees and customers, provide team building opportunities and market your company in a unique way. Enclosed, please find the opportunities and benefits for ways our organizations can partner on the Challenge for Cancer Bike Tour.

If you have any questions on sponsorship, please contact Claudia Callahan, Coordinator of Events and Volunteer Fundraising at the Chester County Hospital Foundation. She can be reached by email at [Claudia.Callahan@pennterms.edu](mailto:Claudia.Callahan@pennterms.edu) or by phone at 610.431.5328.

Thank you for your consideration in supporting our 23<sup>rd</sup> Annual Challenge for Cancer Bike Tour!

Sincerely,

Rick Stevenson  
Chair, Challenge for Cancer Bike Tour Committee

THE CHESTER COUNTY  
HOSPITAL *Foundation*

**BRANDYWINE VALLEY**  
**Heating & Air Conditioning**  
**CHALLENGE FOR CANCER**  
**BIKE TOUR**

<b>23<sup>rd</sup> Annual Challenge for Cancer Sponsorship Benefits</b>	<b>Presenting Sponsor</b> <b>SOLD OUT</b>	<b>Gold Sponsor</b> <b>\$5,000</b>	<b>Silver Sponsor</b> <b>\$2,500</b>	<b>Bronze Sponsor</b> <b>\$1,000</b>	<b>Friend Sponsor</b> <b>\$750</b>	<b>Team Sponsor</b> <b>\$400</b>
Company Official to assist with Bike Tour start	x					
Exclusive Naming Rights to the event	x					
Speaking Opportunity at the event	x					
Company name appearing on all print and digital marketing materials for event	Logo	Logo	Name	Name		
Recognition on course map	Logo	Logo	Name	Name		
Company supplied banner positioned at the Challenge Start & Finish Area	2					
Foundation supplied banner with Sponsor Logos or Names in downtown West Chester	Logo	Logo	Logo			
Complimentary Rider Entries (includes t-shirt)	100	50	30	20	15	10
Mention of company name from stage	x	x	x	x		
Recognition on promotional posters	Logo	Logo	Name	Name		
Recognition & link on Challenge for Cancer website	Logo	Logo	Name	Name		
Logo recognition and link in at least 1 email	x	x	x			
Recognition on the back of all Challenge t-shirts (800+ quantity)	Logo	Logo	Logo	Logo	Name	
Complimentary food and beverage at BBQ Lunch for your team	x	x	x	x	x	x
Complimentary access to all games and entertainment at Challenge	x	x	x	x	x	x
Company may offer a flyer/promo item at Challenge	x	x	x	x		
Discount registration code to share with friends (over & above your team headcount) - \$10 off	x	x	x	x		
Right to use event logo in advertising and promotions, including website	x	x	x	x		



## 23<sup>rd</sup> Annual Challenge for Cancer Exclusive Sponsorships

*Leverage your marketing dollars by being an exclusive sponsor. These sponsorships are unique and highlight your company throughout various Challenge for Cancer Bike Tour items that make the day extra special for the attendees.*

### **\$5,000: SURVIVORSHIP CELEBRATION SPONSOR (limit 2)**

The Survivorship Celebration honors the true mission of the Challenge: to support Abramson Cancer Center. This sponsorship allows us to invite Chester County Hospital cancer survivors and their families to join us riders for a nice, complimentary barbeque, games, a Survivor Presentation & more!

As a Challenge Survivorship Celebration Sponsor, your company will receive all the benefits of a Gold Sponsor plus the following benefits:

- Logo on all Survivorship Celebration materials that go out to survivors (invitation, thank you, website, etc)
- Logo on the I'M RIDING FOR banner
- Extra recognition on t-shirt as Survivorship Celebration Sponsor
- Opportunity to speak at Survivorship Celebration presentation

### **\$2,000: BBQ LUNCH SPONSOR (limit 1)**

Following the Challenge Bike Tour, we always offer our riders a delicious barbeque lunch, Victory beer and more! As the exclusive BBQ Lunch Sponsor, your company will receive all the benefits of a Bronze Sponsor plus the following:

- A company sign located at the lunch area
- Option for your staff/employees to help serve lunch

### **\$1,500: FUN ZONE SPONSOR (limit 1)**

The Challenge for Cancer Bike Tour is a family-friendly event. The Fun Zone is an area at the Challenge where riders can enjoy games, fun family entertainment and kid-friendly, healthy snacks.

As the exclusive Fun Zone Sponsor, your company will receive all the benefits of a Bronze Sponsor plus the following:

- Company supplied banner in the Fun Zone
- Promotion on our website and registration materials as the Fun Zone Sponsor

### **\$1,500: REST STOP SPONSOR (limit 2)**

The Rest Stop Sponsorship allows your company to place a banner and cheer station at the one of the water stops along the routes of the Challenge. Your company can rally employees to come out and help man the water stop, and cheer on the participants, a great team bonding experience.

As a Challenge Rest Stop sponsor, your company will receive all the benefits of a Bronze Sponsor plus the following benefits:

- Company supplied banner at two water stops
- Your employees may staff each water stop, assisting our other volunteers as they hand out water

### **\$1,200: WRISTBAND SPONSOR (limit 1)**

After a long ride, nothing goes better with barbeque than a cold beverage. Riders 21 and older will be able to access beer in our BBQ Lunch tent after the ride. A plastic wristband will allow them to drink and the wristband will be branded with your company name.

As the exclusive Wristband Sponsor, your company will receive all the benefits of a Bronze Sponsor plus the following benefits:

- Recognition on signs at the bar
- Company logo/name printed on wristbands

### **IN-KIND SPONSORSHIPS**

In-kind contributions are greatly appreciated and help to ensure that more money can go to the fight against cancer. For the purposes of determining sponsorship benefits, in-kind contributions are categorized at a percentage of their retail value and must be approved by the Bike Tour Committee. In-kind sponsors will receive the same benefits as our cash sponsors according to the levels outlined in the traditional sponsorship packages.



**23<sup>rd</sup> Annual Challenge for Cancer Sponsorship Form**

**Sunday, June 26, 2022  
Fern Hill Medical Center  
915 Old Fern Hill Road, West Chester**

Sponsor Name	
Contact Name	
Contact Email	
Address	
City, State, Zip	
Phone	

**YES, I will support this year's Challenge for Cancer!** Make your selection below.

**Sponsorship Levels**

- \$5,000 Gold Sponsor
- \$2,500 Silver Sponsor
- \$1,000 Bronze Sponsor
- \$750 Friend Sponsor
- \$400 Team Sponsor

**Exclusive Sponsorship Levels** – *First Come, First Serve.*

- \$5,000 Survivorship Celebration Sponsor (limit 2)
- \$2,000 BBQ / Lunch Sponsor (limit 1)
- \$1,500 Fun Zone Sponsor (limit 1)
- \$1,500 Rest Stop Sponsor (limit 2)
- \$1,200 Wristband Sponsor (limit 1)

**Donations**

- We cannot participate but please accept this donation \$ \_\_\_\_\_  
(Note: Donations without participation are 100% tax deductible)
- Gifts In-Kind (retail value): \$ \_\_\_\_\_  
Item Description & Quantity \_\_\_\_\_

**Payment Type (Check one)** *Note: Payment must arrive prior to the event!*

- Check made payable to "Challenge"
- Please charge my Credit Card (details below)
  - Card Type: \_\_\_ MasterCard \_\_\_ Visa \_\_\_ American Express \_\_\_ Discover
  - Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_
  - Signature: \_\_\_\_\_

**Please submit this form: (Check one)**

- Email to [Claudia.Callahan@pennmedicine.upenn.edu](mailto:Claudia.Callahan@pennmedicine.upenn.edu)
- By mail to Challenge for Cancer  
701 E. Marshall Street, West Chester, PA 19380

**Deadline to sponsor the Challenge and appear on t-shirt is May 13, 2022. Thank you for supporting the 23<sup>rd</sup> Annual Challenge for Cancer.**

**Questions?** Contact Claudia Callahan at [Claudia.Callahan@pennmedicine.upenn.edu](mailto:Claudia.Callahan@pennmedicine.upenn.edu) or (610) 431-5328.