



South Florida

April 30, 2017

Hosted by:

Ride Delray Indoor Cycling Studio



Sponsorship Opportunities

Be a part of Wheel to Survive South Florida 2017...

Wheel to Survive, presented by Be the Difference Foundation, is an indoor cycling team relay event where EVERY dollar raised by the riders goes to ovarian cancer research. The mission of Be the Difference Foundation is to help women increase their chance of survival of ovarian cancer. To achieve this goal, their efforts are focused on raising awareness and money to fund programs for women fighting ovarian cancer today and to provide research dollars for a cure.

Event details

All levels of riders are welcome from beginners to seasoned cyclists. Registration fees are \$40 for the 4 hour event. Participants form a relay team and ride as members of that team or ride as individuals for an hour of their choosing. Riders have a minimum fundraising requirement of \$250. One hundred percent of the dollars raised by participants goes to ovarian cancer research and to fund programs assisting women currently fighting the disease.



Why we need your help

One woman is diagnosed with ovarian cancer every 24 minutes. One woman dies from ovarian cancer every 37 minutes. 7 out of 10 women diagnosed with ovarian cancer will die from the disease. Sadly, there is no routine, reliable early detection test for the disease. Research shows that when ovarian cancer is detected and treated early, the five-year survival rate is greater than 92%. Often symptoms are vague and subtle, and unfortunately most patients are diagnosed too late. In 2016, it is estimated that **21,000 women will be diagnosed with ovarian cancer, and 14,000 will die** from the disease.

With more funds to support awareness, survivor programs, and research, your support will help increase the chance of survival for many women – our mothers, daughters, sisters and friends.

About Be the Difference Foundation -- Jill Bach, Helen Gardner, Lynn Lentscher and Julie Shrell, each ovarian cancer survivors, wanted to give back and be the difference in the fight against ovarian cancer and formed Be the Difference Foundation. Since its inception in 2012, Be the Difference Foundation has raised more than \$2 million for the fight against ovarian cancer through Wheel to Survive events in Dallas, Austin, Houston, Lubbock, San Diego and San Francisco.

How your Dollars are Being the Difference

As a 501(c)(3) nonprofit organization, Be the Difference Foundation receives the majority of its funding from individual donors, foundations, corporations and sponsorships at our fundraising events. Our signature fundraising event is [Wheel to Survive](#). In 2016, riders at our Wheel to Survive events raised more than \$500,000 in the fight against ovarian cancer and more than \$2 million since its inception in 2012.

We believe the organizations we have supported in the past and described below are positioned to be the difference in the fight against ovarian cancer through their innovative programs and research. We continue to search out and support like-minded organizations that support our vision and mission.

Thank YOU for making this possible!

The Clarity Foundation

The Clarity Foundation seeks to help improve treatment decisions in recurrent and progressive ovarian cancer patients through molecular profiling. This tumor profiling provides the patient with valuable information to determine the most appropriate treatment or clinical trial for the patient once they have recurred. Services are provided at no cost to the patient.

Mary Crowley Cancer Research

The mission of Mary Crowley Cancer Research Centers is to expand treatment options for all cancer patients through investigational vaccine, gene and cellular therapies.

The University of Texas M.D. Anderson – Moon Shots Program targeting Ovarian Cancer

The Breast and Ovarian Cancers Moon Shot is transforming the care of women with HGSOB by redefining the approach to surgery for patients with this aggressive disease. Historically, all women with ovarian tumors underwent a massive, highly invasive surgery. But now we know that only those whose tumors can be completely removed upfront benefit from surgery. Others benefit from first receiving chemotherapy.

University of Pennsylvania – Dr. Janos Tanyi, MD, PHD

The Ovarian Cancer Research Center (OCRC) at the University of Pennsylvania focuses its efforts on developing new therapies which boost the body's own ability to fight cancer. Dr. Janos Tanyi is the principal investigator of the immune therapy trials at Penn and their research focuses on comparing ovarian cancers that have T-cells to cases of ovarian cancer without T-cells.

Lazarex Cancer Foundation

Lazarex Cancer Foundation supports end stage cancer patients and the cancer community by providing assistance with costs for clinical trial participation, navigation through clinical trial options, and community outreach and education.



South Florida 2017 Sponsorship Levels

Dear Sponsor,

Thank you for your interest in supporting Wheel to Survive 2017. Please review the benefits associated with each sponsorship level below and indicate which level best fits your support by checking the circle next to it. Please sign and complete the agreement at the bottom of this page. Scan and return this document along with your print ready logo and the exact name you want used when referring to your sponsorship to: Jon Mize, jmize@bethedifferencefoundation.org. Sponsorship payments are due upon signing and should be made payable to Be the Difference Foundation and mailed to, Be the Difference Foundation, Attn: Wheel to Survive South Florida, 8604 Turtle Creek Blvd, #12682, Dallas, Texas 75225.

o **\$10,000 BEING THE DIFFERENCE**

- Prominent logo placement as BEING THE DIFFERENCE sponsor on event collateral including: WHEEL TO SURVIVE webpage; Top tier of sponsor logos on rider t-shirts, event signs, promotional materials and sized larger than other sponsor logos
- Display of sponsor's banner (provided by sponsor) at event
- Product samples and collateral provided by sponsor inserted in rider goody bags
- Link to sponsor website and social media channels
- Feature article spotlighting your sponsorship support in monthly e-newsletter
- TITLE SPONSOR press release sent to media introducing your company's relationship to the event
- Sponsor name included in press releases with reference as TITLE SPONSOR
- Opportunity for participation in the WHEEL TO SURVIVE indoor cycling event for a team of 6 riders on a reserved bike with waived registration fees and TITLE SPONSOR recognition displayed on the bike
- Opportunity for Senior Level Management spokesperson to address participants at the event

o **\$7,500 CELEBRATING THE DIFFERENCE**

- Logo placement as CELEBRATING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 2nd tier of sponsor logos on rider t-shirts, event signs, promotional materials
- Display of sponsor banner (provided by sponsor) at event
- Product samples and collateral provided by sponsor inserted in rider goody bags
- Link to sponsor website and social media channels
- Sponsor name included in press releases and e-newsletters
- Reserved bike for a team of up to 6 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o **\$5,000 MAKING THE DIFFERENCE**

- Logo placement as MAKING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 3rd tier rider t-shirts, event signs, promotional materials
- Product samples and collateral provided by sponsor inserted in rider goody bags
- Link to sponsor website and social media channels
- Sponsor name included in press releases and e-newsletters
- Reserved bike for a team of up to 3 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on bike

o **\$2,500 INVESTING IN THE DIFFERENCE**

- Logo placement as INVESTING IN THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage; 4th tier rider t-shirts, event signs, promotional materials
- Product samples and collateral provided by sponsor inserted in rider goody bags
- Link to sponsor website and social media channels
- Sponsor name included in press releases and e-newsletters and corporate logo displayed on bike

o **\$1,000 SUPPORTING THE DIFFERENCE**

- Logo placement as SUPPORTING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage, rider t-shirts, event signs, promotional materials
- Product samples and collateral provided by sponsor inserted in rider goody bags
- Link to sponsor website and social media channels
- Corporate logo displayed on bike

Authorizing signature: _____

Date: _____

Print name: _____

Sponsor name: _____

Address: _____

City: _____ ST: _____ Zip: _____