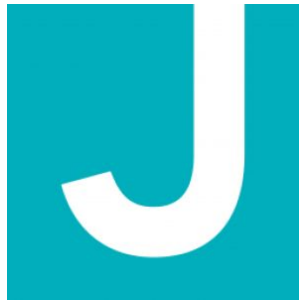




February 26, 2017

Hosted by



Aaron Family Jewish Community Center of Dallas

## **Sponsorship Opportunities**



THE GOAL...

**300  
RIDERS**

**\$300,000  
RAISED**

YOU CAN BE THE  
DIFFERENCE IN  
THE FIGHT TO END  
OVARIAN CANCER!

### **Be a part of the 2017 Wheel to Survive Dallas...**

In 2017 we will celebrate our 5th-Annual 6-hour indoor cycling fundraiser presented by Be the Difference Foundation! The mission of Be the Difference Foundation is to help women increase their chance of survival of ovarian cancer. To achieve this goal, our 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 \$50 for the 6 hour event. Participants can form a relay team or ride as individuals for the entire event. Each rider has a minimum fundraising requirement of \$250. One hundred percent of the dollars raised by participants goes to ovarian cancer research and supporting women in the fight.

#### **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 2017, 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 our foundation 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. Since its inception in 2012, Be the Difference Foundation has raised almost **\$2 million** to fund research and support women battling the disease through Wheel to Survive events in Dallas, Austin, Lubbock, Houston and San Francisco. Below are organizations the foundation has supported.

- [The Clarity Foundation](#)
- [Mary Crowley Cancer Research Centers](#)
- [The University of Texas MD Anderson Cancer Center](#)
- [Lazarex Cancer Foundation](#)
- [University of Pennsylvania Ovarian Cancer Research Center](#)



## Dallas – February 26, 2017

Dear Sponsor,

Thank you for your support of our Wheel to Survive Event. Please review the benefits associated with each sponsorship level below and indicate which level best fits your support by checking the box 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](mailto:jmize@bethedifferencefoundation.org). Sponsorship payments are due upon signing and should be made payable to Be the Difference Foundation and mailed to Attn: Wheel to Survive Dallas, 8604 Turtle Creek Blvd, #12862, 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; 2<sup>nd</sup> 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; 3<sup>rd</sup> 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; 4<sup>th</sup> 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

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

- Name placement as SUPPORTING THE DIFFERENCE SPONSOR on event collateral including: WHEEL TO SURVIVE webpage, rider t-shirts, event signs, promotional materials
- Link to sponsor website and social media channels

Authorizing signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print name: \_\_\_\_\_

Sponsor name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

Event Chair: Julie Shrell 214-682-1417 [jshrell@bethedifferencefoundation.org](mailto:jshrell@bethedifferencefoundation.org)

Wheel to Survive Director: Jon Mize 214-418-2046 [jmize@bethedifferencefoundation.org](mailto:jmize@bethedifferencefoundation.org)