

Sponsorship Opportunities





be the difference foundation presents

Wheel to Survive®



Be a part of the 2017 Wheel to Survive Houston...

Wheel to Survive 2017 is Houston's second annual 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 4 hour event. Participants can form a relay team or ride as individuals at an hour of their choosing. Each rider commits to raising a minimum of \$250. **One hundred percent** of the dollars raised by our riders goes to ovarian cancer research and supporting women in the fight. In 2016, more 150 riders from all over the Houston area raised just over \$84K in the fight against ovarian cancer.



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 **22,000 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. Since its inception in 2012, Be the Difference Foundation has raised more than **\$2 million** to fund research and support women battling the disease through Wheel to Survive events in Dallas, Austin, Lubbock, Houston, South Florida, 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.

Be The Difference Foundation helps women battling ovarian cancer by supporting the following initiatives:

- Innovative Clinical Trials
- Research for a Cure
- Travel Assistance to Clinical Trials
- Patient Support Services

We believe the organizations that we have selected over the years and described below are positioned to be the difference in the fight against ovarian cancer through their innovative programs, patient support and research.

Your support and sponsorship of Wheel to Survive makes this possible.

The University of Texas MD Anderson Cancer Center Moon Shots Program

Be The Difference is proud to be able to support ovarian cancer research that is being done under MD Anderson’s Moon Shots program. Inspired by President John F. Kennedy’s moon exploration challenge to America half a century ago, this program – MD Anderson’s boldest to date – seeks to dramatically reduce the mortality of eight cancers initially and eventually apply its unique research model to defeating all cancer. Ovarian cancer is part of a joint Breast and Ovarian Cancers Moon Shot focusing on triple-negative breast cancer (TNBC) and high-grade serous ovarian cancer (HGSOC) – two cancers uniquely joined by similarities on a genetic level. This initiative promises to significantly reduce the mortality rate and morbidity associated with HGSOC and implement individualized, stratified treatment approaches based on the vast amounts of data available today and enormous technological advancements.

The goals of the MD Anderson Team are:

- Deployment of comprehensive genetic testing and intervention for HGSOC patients
- Development, refinement and implementation of approaches to tailor surgical intervention
- Molecular marker-driven treatment of primary metastatic and recurrent disease
- Novel consolidation treatment paradigms
- Development of an effective strategy for early detection
- Development of programs to improve patients’ quality of life

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.

Lazarex is unique in its mission as we focus directly on the needs of end stage cancer patients seeking life through clinical trials. We remove the barriers to participation by addressing informational concerns and financial roadblocks and provide “companion support” allowing patients to travel with a loved one as they go to clinical trial sites for treatment. These efforts allow a patient to concentrate on their health and make decisions based on what is truly best for them rather than deliberating over their financial resources. We are proud to provide much needed resources for women with ovarian cancer who have run out of treatment options, ensuring assistance accessing breakthrough treatments through FDA clinical trial participation.



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.

At Mary Crowley Cancer Research Centers, there is a belief that a paradigm shift is occurring in cancer care in which personalized molecular medicine will eventually transform the way patients are treated. While their ultimate goal is to cure their patients' cancer, the ongoing objective is to provide novel agents in innovative ways; thereby, transforming cancer into a manageable condition for patients while maintaining their quality of life. They strive to apply these investigational and innovative therapies early in the course of a patient's disease where its effect can be optimized and prevent disease recurrence.

Mary Crowley has conducted nine clinical trials for ovarian cancer since 2012 with an additional trial in development that targets MIF macrophage-migration inhibitory factor. Support from Be the Difference enables Mary Crowley to expedite the targeted molecular therapy program specifically designed for ovarian cancer. According to Dr. John Nemunaitis, Mary Crowley Executive Medical Director, "By opening new and more clinical trial options for patients in 2016, Be The Difference Foundation has brought our vision one BIG step forward in ovarian cancer management."

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.

We believe strongly in Clarity's goal to help women with recurrent ovarian cancer live longer, healthier lives with this individualized approach to therapy selection. We are proud to partner with their efforts to bring hope and personalized medicine to women needing it today.

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. The hypothesis is that there are specific genetic abnormalities that result in some ovarian cancers being more readily recognized and attacked by the patient's own immune system. Patients with tumors of this type might be more likely to benefit from anti-tumor vaccination. The group is also studying additional steps to try to increase the effectiveness of their anti-tumor vaccine.

Penn has patients in clinical trials based on this research. They are using vaccines along with other treatment and the results look promising. We are proud to be able to fund this important research and support the clinical trials that are being used to benefit ovarian cancer patients today.

NYU Langone Medical Center – Pearlmutt Cancer Center

The Pearlmutt Cancer Center's Gynecologic Oncology Research Group works to understand and treat gynecologic cancers. Gynecologic cancers include tumors that arise in the ovaries, Fallopian tubes, peritoneum, uterus, cervix, vagina, and vulva of women. The aim of our research is to gain a better understanding of the cancers of the female reproductive system in order to prevent and treat them.

The group accomplishes this through basic laboratory research and translational clinical trials that bring the knowledge gained in the laboratory into the clinical setting to improve the care of our patients. We give our patients access to cutting edge clinical trials through our experienced and nationally prominent multidisciplinary team. We are proud to fund this research as the discovery will lead to improved treatment options and potentially cures for more women battling ovarian cancer today.



Houston – October 29, 2017

Thank you for considering supporting Wheel to Survive. 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 Attn: Wheel to Survive Houston, 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 up to 20 riders on five reserved bikes with waived registration fees and TITLE SPONSOR recognition displayed on the bikes.
- 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
- Four reserved bikes for a team up to 16 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on the bikes.

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
- Three reserved bikes for a team up to 12 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on the bikes.

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
- Two reserved bikes for a team up to 8 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on the bike.

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
- Reserved bike for a team of 4 riders with waived registration fees at the WHEEL TO SURVIVE indoor cycling event with corporate logo displayed on the bike.

Authorizing signature: _____

Date: _____

Print name: _____

Sponsor name: _____

Contact: Wheel to Survive Director, Jon Mize, 214-418-2046, jmize@bethedifferencefoundation.org.