

The 44th annual American Cancer Society
Bike-a-thon
 BRIDGE TO THE BEACH JUNE 12, 2016

Finish the fight

The American Cancer Society Bike-a-thon connects you with an energetic, motivated, appreciative audience.

Bike-a-thon has raised millions for patient and caregiver services, research, education and other American Cancer Society efforts.

- Delaware Valley's first bike fundraiser
- engages 3,500 riders, 200 volunteers and thousands more spectators
- volunteer-led event
- ±90% of participants live in the Delaware Valley
- over 75% ride in company teams



For many riders, Bike-a-thon is a way to honor friends and loved ones

share the impact

Nationwide

- The American Cancer Society has funded more than \$43 billion in research. Results include 47 Nobel Prizes and cures for 11 types of cancer.
- Some 49% of Americans are protected by comprehensive smoke-free laws, thanks in part to American Cancer Society-inspired legislation.

Pennsylvania & New Jersey

- Current research at Delaware Valley institutions is funded by \$24 million in American Cancer Society grants.
- Last year 1853 patients and caregivers stayed in Hope Lodges near treatment centers, avoiding long-distance travel.
- In 2014 volunteers provided 30,387 rides to or from treatment for patients unable to drive. Chances are, about 8 patients are getting a lift right now.



I'm giving back so someday children will ask, "Daddy, what was cancer?"

Len Sands, Team Logan's Heroes

We don't sell to the public, but the Bike-a-thon shows we care. And we certainly benefit from the spirit it generates within the company.

Mike Wilus, Team Captain, Lockheed Martin

Questions? Call Amanda at 215.985.5356 or email philadelphia.bike@cancer.org



cancer.org | 1.800.227.2345

1626 Locust Street, Philadelphia, PA 19103
philadelphia.bike@cancer.org
acsbike.org 215.985.5401



Every sponsor receives an individual thank-you sign displayed at the endpoint

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Sponsorship opportunities

Bike-a-thon gives you unlimited options to showcase your support in the fight against cancer. If you don't see the ideal opportunity listed here, we welcome your own ideas!



Bike-a-thon participants share in the joy of a communal effort against a common foe



	Presenting • \$25,000	Platinum • \$15,000	Gold • \$10,000	Silver • \$7,500	Bronze • \$5,000	Century ³ • \$3,500	Survivor • \$2,500	Rest Stop • \$2,500	Water Stop • \$2,500	Bike Thank-You Sign • \$500
"Presented By" on all materials	■									
Private tour of Hope Lodge	■									
Speaking opportunities	■									
Logo on thank you postcard	■	■								
Logo on rider numbers	■	■								
Logo on website homepage	■	■	■	■	■					
Logo on endpoint sponsor board	■	■	■	■	■					
Logo on event t-shirts	■	■	■	■	■					
Signage along course	8	6	4	2	2	1	1	1	1	
Endpoint team tent	3	2	1	1						
Free registration for your cyclists	12	8	6	4	4					
Ad in Awards Dinner program	1pg	1pg	1/2	1/2	1/2					
Invitation to Awards Dinner	■	■	■	■	■					
Distribution of promotional items	■	■	■	■	■					
Logo on brochure	■	■	■	■	■					
Individual endpoint bike sign ²	■	■	■	■	■	■	■	■	■	■
Logo on rest stop sponsor board							2	1	1	
Logo on rest stop banner							1	1	1	
Speak at endpoint ceremony							■			



Government funding for cancer research has dropped by more than half since 2005. Nonprofits like the American Cancer Society are critical in making up the shortfall.

James Dutko, PhD
ACS-funded researcher,
University of Pennsylvania

¹All sponsorship levels, entitlements, underwriting opportunities and other details subject to change.

²See example of the 2015 sign at right. Sign appearance may vary from year to year.

³Century Sponsors enjoy presence at one rest stop and two water stops along the Bike-a-thon's optional Century Route, open to elite riders.

The official registration and financial information of the American Cancer Society, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800.732.0999. Registration does not imply endorsement. Ohio residents may call 717.783.1720.

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