



1st Annual American Cancer Society  
**Gears & Cheers Hope Ride**  
SPONSORSHIP OPPORTUNITIES

**SUNDAY, SEPTEMBER 10, 2017**  
GRAND RAPIDS | HOLLAND

# What is the Gears & Cheers Hope Ride?

The **Gears & Cheers Hope Ride** is a noncompetitive one-day 75 mile cycling event. Beginning in downtown Grand Rapids at our American Cancer Society Hope Lodge, the route will take you through scenic Southwest Michigan toward Holland, Michigan and return to Grand Rapids, Michigan. The ride includes stops at four popular establishments, **Pike 51 Brewing Co.**, **Trail Point Brewing Co.**, and **The Mitten Brewing Co.** We'd love to have you join us for fun, food and entertainment while taking advantage of our local status as **Beer City USA...cheers!**

Participants can ride as an individual or part of a relay team; riders of all levels are encouraged to join.

We will also have a one-way route option of 32 miles.



*In 2016 the Grand Rapids American Cancer Society Hope Lodge provided over 5,000 nights of free lodging to cancer patients and their caregivers residing in Michigan.*

## What is the Hope Lodge®?

The American Cancer Society Hope Lodge is a **free** residential hospitality house in downtown Grand Rapids, Michigan. The Hope Lodge provides a comfortable, nurturing environment, and access to top quality care, for cancer patients traveling to the area for life-saving treatment. For many, the cost of receiving cancer treatment outside of their local area can be an overwhelming and challenging expense. This lodging program helps to defray the cost of hotel rooms and restaurant meals while providing the comforts of home. The program allows patients to focus on getting well, without having to worry about where to stay or how to pay for it. More than just a place to stay, cancer patients and their caregivers can find support among staff, volunteers, and other residents going through similar experiences.

Grand Rapids, Michigan is home to one of the Society's 32 Hope Lodges. Your support of American Cancer Society events, like our **Gears & Cheers Hope Ride**, helps to make these programs possible for cancer patients and their families.

***“ The Hope Lodge has allowed my family and I physical, emotional, mental and financial peace during a lonely, frightening and turbulent time in our lives.”***

***Hope Lodge Guest***

# Partner with us to help save lives and make a difference from cancer

Why should you sponsor the **Gears & Cheers Hope Ride**?

## CANCER AFFECTS EVERYONE.

- » Cancer is the second most common cause of death in the US, accounting for nearly one of every four deaths.
- » In the US, more than **1.6 million** people were expected to be diagnosed with cancer in 2016, and more than **595,000** people were expected to die from the disease.
- » In 2016, an estimated **56,530** Michigan residents were expected to be diagnosed with cancer, and **21,100** are expected to die from the disease.\*

1 in 2 Men will be diagnosed with cancer in their life times.

1 in 3 Women will be diagnosed with cancer in their life times.

\*American Cancer Society Facts & Figures 2016

## ASSOCIATE YOURSELF WITH A RESPECTED BRAND.

- » The American Cancer Society is a highly trusted source for cancer information, having played a part in nearly every major cancer breakthrough in the last century.
- » The American Cancer Society has 96 percent brand awareness among consumers.\*

\*American Cancer Society Market Research: 2016 Brand Tracker.

## ACHIEVE MORE WITH THE **GEARS & CHEERS HOPE RIDE**.

- » The Michigan-based Hope Lodge community in Grand Rapids has provided over **5,000** nights of free lodging (in 2016), saving patients and their families an estimated **\$500,000** in lodging costs alone.
- » Funds raised through the **Gears & Cheers Hope Ride** will support American Cancer Society programs and services and your participation provides team-building opportunities, as well as, helping to strengthen awareness of health and wellness.

***“It was wonderful not to have to travel back and forth everyday during my treatments. We could rest, relax and get away from the cares and concerns of home. It was a great place to connect with others who were going through the cancer journey too.”***

**Hope Lodge Guest**



# Your Contribution Can Help Save Lives

Your support enables us to help those touched by cancer and continue our lifesaving mission in so many ways. Thanks to our generous donors, the American Cancer Society is able to do more than you know.

OUR VISION IS A WORLD FREE FROM THE PAIN AND SUFFERING OF CANCER.  
OUR PURPOSE IS TO ACHIEVE IT.

## We're doing everything in our power to prevent cancer.

We promote healthy lifestyles by issuing cancer guidelines for early detection, helping people avoid tobacco, and reducing barriers to healthy eating and exercise.

## If you are diagnosed, we're there for you. Every step of the way.

Whether it's providing emotional support, the latest cancer information, or a home away from home when treatment is far away, we're there when you need us – 24 hours a day, 7 days a week.

**1-800-227-2345**

## We help you stay healthy and thrive after treatment.

We research ways for survivors to not only live longer, but live better. And we offer information and tools for staying healthy, both physically and emotionally.



**Lead Volunteer for Gears & Cheers Hope Ride, James Bond, on his 6ft bike.**

Cancer is a worthy opponent, to say the least. It has a formidable nature, a resourceful manner, and a destructive appetite. But, cancer will never have what we have—humanity, made up of courage, determination, innovation, passion, empathy, and caring. These are the values of humanity that are giving us the advantage over cancer.

**With your support, we will save more lives than ever before. Together, we are stronger than cancer.**



# Sponsorship Benefits

| Sponsorship Benefits   | Presenting Sponsor | Platinum Sponsor | Gold Sponsor | Silver Sponsor | Bronze Sponsor |
|--|--------------------|------------------|--------------|----------------|----------------|
| Recognition on all statewide marketing materials and media releases                        | ■                  |                  |              |                |                |
| Representative speak at Start Line Ceremony  | ■                  |                  |              |                |                |
| Recognition at the official Start Line or Finish Line                                      | ■                  | ■                | ■            | ■              |                |
| Recognition at end event   | ■                  | ■                | ■            | ■              | ■              |
| Logo displayed at water stops  | ■                  | ■                | ■            |                |                |
| Logo displayed along route   | ■                  | ■                | ■            |                |                |
| Logo displayed on event jersey   | ■                  | ■                |              |                |                |
| Logo displayed on volunteer shirt  | ■                  | ■                | ■            | ■              |                |
| Logo displayed on participant shirt  | ■                  | ■                | ■            | ■              |                |
| Include items in virtual packet provided to riders and participants                        | ■                  | ■                | ■            | ■              | ■              |
| Company logo displayed on event social media accounts                                      | ■                  | ■                | ■            | ■              | ■              |
| Company logo placed on all items where event logo is displayed, when and where appropriate | ■                  |                  |              |                |                |
| Include promotional items or discounts to riders   | ■                  | ■                | ■            | ■              | ■              |
| Company logo on all event marketing collateral   | ■                  | ■                | ■            | ■              | ■              |
| Recognition in annual Hope Lodge end of year newsletter                                    | ■                  | ■                | ■            | ■              | ■              |

# Sponsorship Opportunities



|          |   |
|----------|---|
| \$10,000 | LAKE SUPERIOR - <i>Presenting Sponsor</i> |
| \$7,500  | LAKE HURON - <i>Platinum Sponsor</i>      |
| \$5,000  | LAKE MICHIGAN - <i>Gold Sponsor</i>       |
| \$2,500  | LAKE ONTARIO - <i>Silver Sponsor</i>      |
| \$1,000  | LAKE ERIE - <i>Bronze Sponsor</i>         |



Sponsors will help the American Cancer Society provide a safe, fun, and meaningful ride experience, as their donations underwrite the cost of event amenities. Sponsor donations enable more dollars raised by our dedicated riders to support the American Cancer Society's mission to free the world from the pain and suffering of cancer.

Sponsors will receive all the entitlements listed in the selected contribution level. Due to the benefits received, a sponsorship will not be applied to a specific rider and/or team fundraising goal and must be reserved and paid for using the commitment in this booklet.





# Lake Superior \$10,000 Presenting Sponsor

## SPONSORSHIP OPPORTUNITY

Recognition as Presenting Sponsor on all statewide marketing materials and media releases

## CO-BRANDING

Company logo placed on all items where American Cancer Society Gears & Cheers for Hope logo is displayed, when and where appropriate

## PUBLIC SPEAKING

Opportunity to have a company representative speak at the Start Line Ceremony in Grand Rapids, as well as direct involvement in day-of-event activities and the closing ceremony

## NEWSLETTER FEATURE

Recognition in the annual Hope Lodge end of the year newsletter (circulation 4,000 households)

## ONLINE PROMOTION

Company logo displayed on our website, Facebook, Twitter, and Instagram accounts

## CYCLIST PROMOTION

Company logo prominently displayed on the 2017 event jersey, volunteer event shirt and participant event shirt. Company logo exclusively displayed on the 2017 event race bib

## CROSS PROMOTION

Opportunities to identify your company with this unique American Cancer Society event (for example: your company's signs displayed along the route or at water stops, and more opportunities as agreed upon)

## CYCLIST OUTREACH

Opportunity to include promotional items or discounted rates to riders through the American Cancer Society, Society to pre-approve items

## PRINT EXPOSURE

Company logo on all Gears & Cheers Hope Ride marketing collateral (brochures, posters, flyers)

## SOCIAL MEDIA

Multiple opportunities throughout the year to be recognized on the Gears & Cheers Hope Ride Facebook page, Twitter account, and Instagram account



## Lake Huron \$7,500 Platinum Sponsor

### SPONSORSHIP Opportunity

Prominent recognition at the official Start Line or Finish Line

### NEWSLETTER FEATURE

Recognition in the annual Hope Lodge end of year newsletter (circulation 4,000)

### ONLINE PROMOTION

Company logo displayed on our website, Facebook, Twitter, and Instagram accounts

### CROSS PROMOTION

Opportunities to identify your company with this unique American Cancer Society event (for example: your company's signs displayed along the route or at water stops, and more opportunities as agreed upon)

### CYCLIST PROMOTION

Company logo prominently displayed on the 2017 event jersey, volunteer event shirt and participant event shirt.

### CYCLIST OUTREACH

Opportunity to include a promotional item for riders, pre-approved by the Society

### PRINT EXPOSURE

Company logo on all **Gears & Cheers Hope Ride** marketing collateral (brochures, posters, flyers)

### SOCIAL MEDIA

Multiple opportunities throughout the year to be recognized on the **Gears & Cheers Hope Ride** Facebook page, Twitter account, and Instagram account



## Lake Michigan \$5,000 Gold Sponsor

### SPONSORSHIP OPPORTUNITY

Prominent banner placement at the event

### NEWSLETTER FEATURE

Recognition in the annual Hope Lodge end of year newsletter (circulation 4,000)

### ONLINE PROMOTION

Company logo displayed on our website, Facebook, Twitter, and Instagram accounts

### CROSS PROMOTION

Opportunities to identify your company with this unique American Cancer Society event (for example: your company's signs displayed along the route or at water stops, and more opportunities as agreed upon)

### CYCLIST PROMOTION

Company logo prominently displayed on the 2017 volunteer event shirt and participant event shirt.

### CYCLIST OUTREACH

Opportunity to include a promotional item for riders, pre-approved by the Society

### PRINT EXPOSURE

Company logo on all Gears & Cheers Hope Ride marketing collateral (brochures, posters, flyers)

### SOCIAL MEDIA

Multiple opportunities throughout the year to be recognized on the Gears & Cheers Hope Ride Facebook page, Twitter account, and Instagram account



## Lake Ontario \$2,500 Silver Sponsor

### SPONSORSHIP OPPORTUNITY

Recognition at the official Start Line or Finish Line

### NEWSLETTER FEATURE

Recognition in the annual Hope Lodge end of year newsletter (circulation 4,000)

### ONLINE PROMOTION

Company logo displayed on our website, Facebook, Twitter, and Instagram accounts

### CROSS PROMOTION

Opportunities to identify your company with this unique American Cancer Society event (for example: your company's signs displayed along the route or at water stops, and more opportunities as agreed upon).

### CYCLIST PROMOTION

Company logo prominently displayed on the 2017 participant event shirt.

### CYCLIST OUTREACH

Opportunity to include a promotional item for riders, pre-approved by the Society

### PRINT EXPOSURE

Company logo on all **Gears & Cheers Hope Ride** marketing collateral (brochures, posters, flyers)

### SOCIAL MEDIA

Opportunities throughout the year to be recognized on the **Gears & Cheers Hope Ride** Facebook page, Twitter account, and Instagram account



## Lake Erie \$1,000 Bronze Sponsor

### SPONSORSHIP OPPORTUNITY

Company logo prominently displayed for all participants to see at event

### NEWSLETTER FEATURE

Recognition in the annual Hope Lodge end of year newsletter (circulation 4,000)

### CROSS PROMOTION

Opportunities to identify your company with this unique American Cancer Society event (for example: your company's signs displayed along the route or at water stops, and more opportunities as agreed upon)

### ONLINE PROMOTION

Company logo displayed on our website, Facebook, Twitter, and Instagram accounts

### CYCLIST OUTREACH

Opportunity to include a promotional item for riders, pre-approved by the Society

### PRINT EXPOSURE

Company logo on all **Gears & Cheers Hope Ride** marketing collateral (brochures, posters, flyers)





1st Annual American Cancer Society  
Gears & Cheers Hope Ride



## Sponsorship Commitment Form

Business name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### COMMITMENT LEVEL

\_\_\_ Lake Superior / Presenting Sponsor (\$10,000)

\_\_\_ Lake Huron / Platinum Sponsor (\$7,500)

\_\_\_ Lake Ontario / Silver Sponsor (\$2,500)

\_\_\_ Lake Michigan / Gold Sponsor (\$5,000)

\_\_\_ Lake Erie / Bronze Sponsor (\$1,000)

### METHOD OF PAYMENT

\_\_\_ Cash    \_\_\_ Check \*please make payable to ACS    \_\_\_ Credit Card    \_\_\_ Invoice Me

Cardholder name: \_\_\_\_\_

Credit card number: \_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

***Thank you for supporting the 2017 Gears & Cheers Hope Ride. Together,  
we are stronger than cancer!***

Please email and EPT logo to [brooke.lavender@cancer.org](mailto:brooke.lavender@cancer.org) to ensure high-quality printing. If an .eps file is not available, please send highest quality available. Note, submitting a low resolution logo may require signage to be printed in text in order to maintain quality.

**Please return form to the addresses below:**

**Email: [brooke.lavender@cancer.org](mailto:brooke.lavender@cancer.org)**

**Fax: 616.551.4060**

**Mail: American Cancer Society**

**Attn: Gears & Cheers Hope Ride**

**129 Jefferson Ave SE**

**Grand Rapids, MI 49503**

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

