

Courage Ride 2024 Sponsorship Opportunities

Saturday, August 10th

COURAGE  RIDE™
Fighting Sarcoma Cancer. Together.™





Courage Ride Impact

- Honors Seth Bailey, who passed away from Sarcoma in 2003, and others who have fought Sarcoma
- Founded in 2005 by Jackie & Tom Bailey, parents of Seth
- Proceeds support the U of I Holden Comprehensive Cancer Center Sarcoma Research Program
- Over the past 19 years, Courage Ride has donated over \$865,000 for Sarcoma cancer research
- Since 2005, those dollars have seeded numerous Sarcoma research grants, many leading to larger Sarcoma research projects and supports one of the largest Sarcoma research tissue banks in the Midwest
- UIHC is the only comprehensive cancer center in the state that treats the vast majority of sarcomas





About Sarcoma Cancer

- Diverse and rare group of malignant tumors that develop in soft tissue and bone
- In over 30 years, little change in survivorship and diagnoses cases
- Each year, over 13,000 adults and children are diagnosed in the United States with Sarcoma and over 5,000 will die
- Over 100 Iowa children, young adults and adults are diagnosed each year





About Sarcoma Cancer



- Although it is a relatively rare disease, it is very important to all types of cancer research
- Researching rare cancers such as sarcoma often leads to breakthroughs in general cancer research
- While cancer is among the costliest diseases in the nation, funding for cancer research has been shrinking over the past decade, according to the American Association for Cancer Research
- Sarcoma receives 1 to 2 percent of all cancer research funding
- Much of the discovery and research in sarcoma has to come from philanthropic efforts like Courage Ride.



The Experience

- **Saturday August 10, 2024**

- Big Grove Brewery & Taproom, Iowa City
- Scenic bicycle ride from Iowa City to the Amish countryside around Hills, Kalona, North English, Millersburg, Frytown and New Sharon.
- 400 to 500 riders expected
- 5 routes: 18.6, 37, 57, 86 and 100 miles.
- Cyclists receive route maps, SAG support and free access to qualified bike mechanics.
- Breakfast and lunch is provided with registration
- Rest stops with food and live music
- Silent Auction featuring locally donated items





The Ride

- **Virtually:**
 - July 20nd to August 10th
 - Participants can ride inside or out
 - They can ride solo, with friends or form a team
 - Riders pick when, where or how to ride
 - Virtual rides can be shared on Courage Ride social media





Your Support



Proceeds Benefit



UNIVERSITY OF IOWA
HOLDEN
COMPREHENSIVE
CANCER CENTER

University of Iowa Health Care

- Goes directly to the University of Iowa Holden Comprehensive Cancer Center (UIHCCC) Sarcoma Research Program
- The Holden Comprehensive Cancer Center serves patients and their families in Iowa and throughout the Midwest
- Dr. Ben Miller and the Holden Comprehensive Cancer Center Sarcoma Multidisciplinary Oncology Group, select Sarcoma research projects to support
- UIHCCC is a member of The Midwest Sarcoma Trials Partnership to create clinical trials and expand clinical trial opportunities for patients
- Partnerships includes Mayo Clinic, Northwestern, University of Minnesota, University of Wisconsin, Washington University at St Louis and the University of Iowa



MILE SPONSORED BY

**Hills Bank
and Trust Company**

COURAGE  RIDE

Getting Involved

- Be an Event Sponsor
- Monetary Donations:
 - Make a fixed donation
 - Matching donation (ex: \$2-5 per registered rider)
 - Donation to next year's fund if we are too late for this year
 - Host a Community Day (donate a percent of business proceeds)
- In-kind Donations:
 - Provide snacks or other items to support our event
 - Provide silent auction donations
 - Provide donated services





Sponsorship Opportunities



Premier Sponsor: \$10,000+

- Advertising at registration and rest stops
- Business promotion coupon in registration packet
- Banner at ride
- Sponsor a mile
- Recognition on signage at breakfast
- Recognition on promotional materials
- Opportunity for on-site display for your business
- FREE registration for up to 20 employees
- Tax deduction (non-profit, 501c 3 status)

Platinum Sponsor: \$4,000-\$9,999

- Business promotion coupon in registration packet
- Banner at ride
- Sponsor a mile
- Recognition on signage at breakfast
- Recognition on promotional materials
- Opportunity for on-site display for your business
- FREE registration for up to 10 employees
- Tax deduction (non-profit, 501c 3 status)



Sponsorship Opportunities



Gold Sponsor: \$2,000-\$3,999

- Banner at ride
- Sponsor a mile
- Recognition on signage at breakfast
- Recognition on promotional materials
- Opportunity for on-site display for your business
- FREE registration for up to 5 employees
- Tax deduction (non-profit, 501c 3 status)

Silver Sponsor: \$500-\$1,999

- Banner at ride
- Sponsor a mile
- Recognition on signage at breakfast
- Recognition on promotional materials
- Opportunity for on-site display for your business
- Tax deduction (non-profit, 501c 3 status)

Friends of Courage Ride: \$100-\$499

- Logo on CourageRide.org
- Tax deduction (non-profit, 501c 3 status)



2023 Sponsors

Premier Sponsor: \$10,000+

- KCRG Show You Care
- J.W.Morton & Associates

Platinum Sponsor: \$4,000-\$9,999

- 100+ Women Who Care
- AM Management
- Ben & Noor Miller
- Hills Bank and Trust Company
- PKV Foundation
- Powell Funeral Homes
- Styrker Corporation

Gold Sponsor: \$2,000-\$3,999

- Big Grove Brewery & Taproom
- BCI – Cedar Falls
- Lamar Advertising
- McGill Junge/Ross & Deanna Junge

Silver Sponsor: \$500-\$1,999

- Above+Beyond Cancer
- Bicyclists of Iowa City
- Cedar Rapids Toyota
- Engineered Building Design
- Horak Insurance
- McGrath Auto
- Rock Valley Physical Therapy
- Simple Organizing Strategies
- Team Iowa Physical Therapy
- Urban Acres Real Estate
- Lynn Weinstein

Friends of Courage Ride: \$100-\$499

- CBI Bank & Trust
- Iowa City Family Dentistry
- Iowa Professional Organizers
- Jones Family Dentistry
- Kalona Creamery
- Leepfrog
- Plankt
- Om Home
- Stuart Carman & Associates
- Van Meter
- Yotty's Ice Cream





Getting Started

We are very excited to have you on the Courage Ride team! Here's what happens next:

1. Contact your Courage Ride Fundraising Representative to firm up details of your sponsorship.
2. Depending on your level of sponsorship, we will need logo art of your organization for promotional materials. Please supply the following file formats: PDF, EPS, PNG or JPEG
3. Promote the event within your organization. Even create a team!
4. Make plans to attend the event and have a great time! That's it.

Thank You.

CourageRide.org

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