



Geared, focused and traveling at the speed that's right for you

The First Revolutions for Research Charity Bike event, hosted by the Cure Cancer Foundation, will bring together over 200 riders, young and old, on Sunday, September 12, 2021. The inaugural ride is dedicated to raise funds for cancer research benefiting the residents of Calgary and area, and people across Alberta. The mandate of the Cure Cancer Foundation, a grassroots movement with branches in Edmonton and Calgary, is to raise funds for cancer prevention, treatment and research. The Calgary chapter is partnering with the University of Calgary and the Arnie Charbonneau Cancer Institute promoting research to match the right treatment to the right person at the right time in the fight against cancer.

A research team, led by Dr. Darren Brenner, is studying ways to move away from the "one-size-fits-all" diagnoses and treatments. This research is enhanced by a form of artificial intelligence whereby computer systems learn to identify patterns in large data sets. Data is key to revolutionizing the future of health by helping researchers tailor interventions to the individual, thereby reducing uncertainty in decision-making for patients and doctors upon hearing the words, "you have cancer".

The contributions of a dedicated group of volunteers and the generosity of donors, sponsors and attendees will make this charity bike event a huge success in raising funds for this cancer initiative.

There are many ways that you can be involved over and above participating in one of the 4 bike routes. We are looking for sponsors in the categories listed on the following page as well as donations of items to our silent auction. We recognize that donation dollars can go to many great causes and we hope that you will see the value in furthering cancer care, treatment and prevention and consider being involved in this inaugural event. Sponsorships and Donations will be recognized at the Revolutions For Research event in a myriad of ways as well as in print and social media before and after the event.

Please contact us at RevolutionsForResearch@gmail.com if you have any questions or would like additional information. Thank you for your consideration.

EVENT SPONSORSHIP

RECOGNITION LEVELS

SPONSORSHIP BENEFIT	Title (\$15,000)	Gold (\$5,000)	Silver (\$2,500)	Bronze (\$1,000)	Sweeper Trucks (\$500)	Breakfast Sponsor (\$1,125)	Lunch Sponsor (\$1,125)	Host (Granary Road)	Auction Item(s) (Donated)
Spots Available	1	4	4	Unlimited	4	2	2	Taken	Unlimited
Event Co-Branding with Revolutions for Research	✓								
Name on Jersey	✓	✓	✓					✓	
Signage* (optional display of Advertising)	✓	✓	✓						
Advertisement or Marketing gift in the Riders Registration Package (optional)	✓	✓	✓	✓					
Advertising at Registration Table		✓							
Tent at Refreshment Stop (on the route)			✓						
Website Recognition	Landing Page	Landing Page	✓	✓	✓	✓	✓	✓	
Social Media	Constant	Grid Post							
Social Media Shoutout	✓	✓	✓	✓	✓	✓	✓	✓	
Fan 960 Shoutout	✓	✓	✓			✓	✓	✓	
Logo displayed on Sponsor Banner at the Stable Gardens	✓	✓	✓	✓	✓	✓	✓	✓	
Corporate Trucks (must supply truck & driver, driven along the route)					✓				
Item & Name/Logo at Silent Auction Table	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	✓

* Supply your own signage, it can be hung or placed on the ground. Limited space is available so please email RevolutionsForResearch@gmail.com to verify your item(s) can be accommodated.