



Chai Lifeline

# Chai Lifeline: TOUR DE SIMCHA

You can help fight pediatric illness with **LOVE**.

# Chai Lifeline: Mission

- Since 1987, Chai Lifeline's mission has been to restore the light of childhood to children whose innocence ended when life-threatening or lifelong illness was diagnosed.
  - Internationally known children's health support network
  - 11 Offices in the United States, Canada, Israel, and Europe
  - International Budget: \$21 Million
  - Recognized as a non-profit 501c3 organization.
- CHAI LIFELINE:
  - Finds ways to bring joy to the lives of our young patients and their families through creative, innovative, and effective family-centered programs, activities, and services
  - Engenders hope and optimism in children, families, and communities
  - Educates and involve communities in caring for ill children and their families
  - Provides unparalleled support throughout the child's illness, recovery, and beyond
  - Offers all services free of charge to ensure that every family has access to the programs it needs
- [Chai Lifeline Website](#)



# Chai Lifeline: No Limits



“At the end of the day everyone has some great potential to them. Illness can't hold you back, and if it does it's only because you are fooling yourself. Chai Lifeline, Camp Simcha is going make you realize that.”

- *Camp Simcha alumnus*

Watch Video <https://www.youtube.com/watch?v=6QkeeInPugw>



# Chai Lifeline: Services

- **Overnight Camps:** Camp Simcha, Camp Simcha Special
- **Hospital & Home-Based Services:** Insurance Support , Respite, Meal & Transportation
- **Counseling:** Telephone Support Groups, Bereavement Program
- **Educational Assistance:** Tutoring Service, Laptop Loans
- **Activities & Events:** Brother and Sister Program, Art & Music Events, Toy Drive
- **Crisis Intervention:** ChaiNet, Chronically Ill Children, Cancer Program
- **Trips & Vacations:** Disney World, Retreats
- **Community Services:** Volunteer Training Programs





# Tour de Simcha: About

- Tour de Simcha is an all-female cycling event.
- Has already doubled in participants since last year.
- Raised 2.5 Million dollars since its inception in 2012.
- 75 Miles through NJ and NY to Camp Simcha, The World's Greatest Finish Line.
- July 19, 2017
- The proceeds help enable 4,300 children with cancer and other serious illnesses and their families cope with the crises and challenges of pediatric illness.
- [Tour de Simcha Website](#)



# How **You** Can Help.



**Partner with Chai Lifeline and sponsor the children today.**

*Your sponsorship will benefit your company AND Chai Lifeline, an internationally recognized non-for profit.*



# Tour de Simcha : Corporate Sponsor Benefits

- As a corporate sponsor, you will benefit through:
  - Prominent placement of your logo on the Tour de Simcha website.
  - Logo and name on team jersey, website, and promotional materials.
  - Signage at the hotel and start line.
  - Meet the riders at dinner and evening activities.
  - Brand Exposure with access to potential clients.





# Tour de Simcha : Corporate Sponsor Opportunities

**\$250,000**

## **GUARDIAN ANGEL**

- Full sponsorship of TDS 2016  
*Your company name associated with everything TDS*
- Prominent placement of your logo on the team jersey.
- Logo on event signage.
- Corporate logo and bio on the website

**\$100,000**

## **SUPERHERO**

- Exclusive sponsorship at the entrance to Camp Simcha.
- Prominent placement of your logo on the team jersey.
- Logo on event signage.
- Corporate logo and bio on the website





# Tour de Simcha : Corporate Sponsor Opportunities

## \$25,000 HERO

- Brand-inspired Pasta Party
- Sleeve logo placement on the team jersey.
- Logo on event signage.
- Corporate logo and bio on the website.

## \$15,000 SAVIOR

- Exclusivity on the Tour de Simcha water bottle
- Above pocket logo placement on the team jersey
- Logo on event signage.
- Corporate logo and bio on the website.



# Tour de Simcha : Corporate Sponsor Opportunities

## **\$10,000** **CRUSADER**

- Exclusivity on the Tour de Simcha registration bag.
- Above pocket logo placement on the team jersey.
- Logo on event signage.
- Corporate logo and bio on the website.

## **\$7,500** **WARRIOR**

- Your Logo on the team jersey
- Brand-inspired Lunch stop.
- Logo on event signage.
- Corporate logo and bio on the website.



# Tour de Simcha : Corporate Sponsor Opportunities

## **\$5,000** **FRIEND**

- Your logo on the Team jersey.
- Brand-inspired Rest Stop
- Logo on event signage.
- Corporate logo and bio on the website.

## **\$3,600** **ALLY**

- Your logo on the team jersey.
- Logo on event signage.
- Corporate logo and bio on the website.

## **\$2,500** **BENEFACTOR**

- Logo on event signage.
- Corporate logo and bio on the website.



# Meet Cancer Warrior: Samara



“You may think that being brave is doing something that’s really hard, but it’s not. It’s being scared, but you do it anyway.”

*-Childhood Cancer Warrior,  
Samara*

Watch Video <https://www.youtube.com/watch?v=c3pBGyhxwI0>





**Thank You!**

“Thank you for supporting me and in doing so, helping children and their families cope with the diagnosis, treatment and aftermath of serious pediatric illness.”

