

321 RIDE

RIDE BIKES END CANCER



The Woiner Foundation

P.O. Box 15439

Pittsburgh, PA 15237

844.321.RIDE (7433)

321Ride.org



Dear Sponsorship Candidate,

We invite you to participate in our 5th Annual 3-2-1 Ride to end melanoma and pancreatic cancer! The event will take place on **Sunday, October 1, 2017** at the Heinz Field Quay on Pittsburgh's North Shore.

Thanks to your generous support, in its first four years, the 3-2-1 Ride has generated more than **\$200,000** and has been attended by nearly 2,000 cyclists. We're proud to say that more than 90% of these funds have been distributed to support research projects and family outreach services right here in western Pennsylvania.

The 3-2-1 Ride welcomes cyclists of all skill levels to enjoy a day of family fun and fundraising, while experiencing Pittsburgh's beautiful bike trails and scenic routes. All proceeds benefit the Pittsburgh-based, volunteer-run Woiner Foundation, whose mission is to fight melanoma and pancreatic cancer by increasing awareness, supporting patients, survivors and families and fundraising for research.

Melanoma is the fastest growing cancer in the United States and pancreatic cancer is one of the most deadly, yet both are severely under-researched and under-funded. The Woiner Foundation is proud to support the University of Pittsburgh Cancer Institute's Melanoma and Skin Cancer Center, under the direction of Dr. John Kirkwood, along with the Alliance of Families Fighting Pancreatic Cancer, which supports the work of Dr. A. James Moser.

Choose the sponsorship level that's best for you and connect with a motivated, appreciative audience. Have an idea? Get creative and tell us how you'd like to participate. The opportunities are endless.

Please join other area business leaders as they celebrate the important work that's happening in our region in the fight against melanoma and pancreatic cancer. Your generous support and participation in the 3-2-1 Ride helps us to fulfill our mission at the The Woiner Foundation.

Thank you for your consideration,

Jessica Woiner Fera, Executive Director

jessica@321ride.org

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Questions?

Contact Jessica Fera at jessica@321ride.org or call 844.321.RIDE(7433).

Sponsorship opportunities

Diamond	Platinum	Gold	Silver	Bronze
\$5,000 <i>Presenting Sponsor</i>	\$2,500	\$1,000	\$500	\$250

“Presented By” on all materials	•				
Company name in PSA commercials on WPXI-TV	•				
Company name & logo on pavilion in Millvale Riverfront Park*	•				
Complimentary team tent at 3-2-1 Ride endpoint	•				
Company name in radio, internet & billboard ads	•	•			
Speaking opportunities	•	•	•		
Company name listed on website	•	•	•	•	•
Company recognition on social media sites	•	•	•	•	•
Company logo on 3-2-1 Ride t-shirts**	•	•	•	•	•
Signage along 3-2-1 Ride courses	3	3	2	1	1
Registration fee waived for your company’s cyclists***	10	8	6	4	2
Opportunity to exhibit & distribute promotional items at events	•	•	•	•	•
Company logo on posters, participant materials & event flyers	•	•	•	•	•
Tax-deductible donation****	•	•	•	•	•

**If Diamond sponsorship is not purchased, pavilion naming benefit option will be given to the next level sponsor.*

***Diamond sponsor’s logo will be the largest logo and logos will decrease in size according to sponsorship level.*

****Number of cyclists applies to 7-mile and 25-mile rides only. Please inquire if you are interested in the metric century route.*

*****The Woiner Foundation is a 501c3 tax exempt, non-profit organization.*



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SPONSOR FORM

Our company is proud to support The Woiner Foundation by a sponsorship grant at the level indicated below.

Sponsoring company _____

Contact name _____

Address _____

Phone _____ Fax _____

Email _____

Please indicate the 3-2-1 RIDE sponsorship level (by 9/1/17):

Diamond \$5,000 Platinum \$2,500

Gold \$1,000 Silver \$500

Bronze \$250

Please choose the form of payment:

Check*

*Make payable to The Woiner Foundation

Credit Card*

*3.5% + 0.15 will be added to each credit card transaction.

Credit card information:

Card number: _____

Expiration date: _____ CSC Code (3 digit code on back or 4 digit code on front if Amex): _____

Holder's name: _____ Holder's signature: _____

Billing address: _____

City: _____ State: _____

Zip code: _____