

TEXAS 4000

FIGHTING CANCER EVERY MILE

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TEXAS 4000 MISSION

Texas 4000 for Cancer is dedicated to fighting cancer by sharing hope, knowledge and charity. We cultivate the next generation to lead the fight against cancer through our cornerstone program, a more than 4,000-mile bike ride from Austin to Anchorage. In 2013, we celebrated the organization's 10th anniversary and have raised more than \$4 million in the fight against cancer since our inception in 2003.

HOPE

We share hope by letting those touched by cancer know that we are riding for them and we are determined to eliminate the disease.

KNOWLEDGE

We share knowledge by bringing life-saving information about cancer prevention to communities large and small.

CHARITY

We share charity by making a commitment to support cancer research and leading the charge in overcoming cancer.

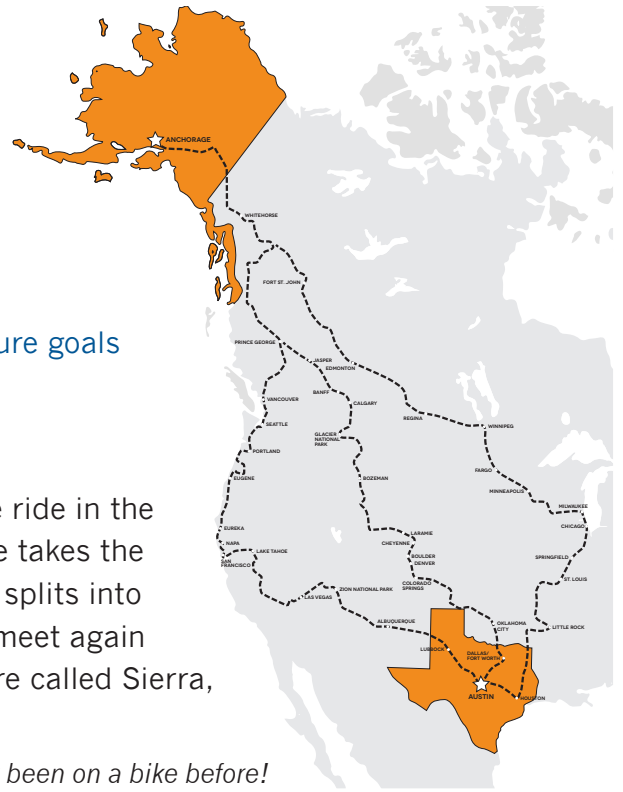
TEXAS 4000 OVERVIEW

Texas 4000 is a unique organization that combines leadership development, physical training, cancer awareness outreach, volunteer opportunities, and philanthropic commitment. Each year, approximately 100 students are competitively selected for participation based on the following:

- Passion to fight cancer – including previous involvement & future goals
- Leadership & communication skills
- Demonstrated ability to be a team player

The Texas 4000 program executes the longest annual charity bike ride in the world extending from Austin, Texas to Anchorage, Alaska. The ride takes the students 70 days, averaging 70+ cycling miles per day. The team splits into three groups of 20–25 riders to travel separate routes until they meet again for the last 10 days to ride together into Anchorage. The routes are called Sierra, Rockies, and Ozarks.

Note: Cycling experience is not a requirement. Some participants have never been on a bike before!



Wherever they are along the journey, the riders begin their day by gathering in a circle to reflect on their mission to fight cancer. Often joined by their hosts, everyone shares ride dedications for the day – usually made in honor or in memory of someone they know or have met along the way who is fighting cancer.



“ I wish everyone reading this could be part of one of these ride dedication circles. On the evening of Day 69, I was honored to be included in a special four-hour ride dedication circle. Emotions ran high as riders tearfully shared their original reasons for riding, stories of the people they met along the way who provided additional inspiration, the many ways they have grown and changed as the weeks passed, and how they wish to carry forth what they’ve learned.”

—Jen Garza,
Executive Director, Texas 4000

TEXAS 4000 OVERVIEW

Each team member participates in our 18-month program that includes the following commitments:

- Raise \$4,500
- Ride 1,500 training miles with his/her team
- Volunteer more than 50 hours in the community

While the signature event of Texas 4000 is the Summer Ride from Austin to Anchorage, the Texas 4000 program encompasses so much more from a leadership development standpoint. The Texas 4000 program empowers riders to plan all logistical aspects of the ride. This includes securing lodging, obtaining food donations, providing riding support, and identifying speaking engagements to promote cancer awareness along the routes.

The Texas 4000 program includes a comprehensive training curriculum on grassroots fundraising, volunteerism, media training, and the basic operations of a nonprofit. Riders receive physical training through group workouts and boot camps, skills and mechanical clinics, and organized training camps. In the spring semester before the ride, the team receives intensive safety and crisis management training, wilderness safety, first aid training, and resiliency training. For those selected as leaders, training and experience in areas such as project management, conflict resolution, and team building are available through weekly meetings and progress updates with Texas 4000 staff.

The skills that the riders develop prepare them not only for the Summer Ride but also to be leaders and contributors in their communities long after their participation in Texas 4000.



“Over the past 9 years I have been hosting the Texas 4000 riders coming through Prince George, British Columbia ... As the first group of girls that I hosted in 2005 rolled in, I was hooked on their cause ... At the time my 12 year old nephew, Dylan, had been battling cancer (Bilateral Retinoblastoma) for 10 years, and had been newly diagnosed with Osteocarcinoma. These Texas 4000 students gave me hope that a cure is in sight, not just by their cycling, but by sharing their knowledge and themselves with all they connected with. I knew that I couldn’t ride with them, but I could give of my time, home and hospitality to help move them one day closer to their goal of finishing their ride.”

Dorrie Sharcott, Team Host



“Yes, we spread knowledge through cancer awareness and by letting people know that we are here and fighting. But as individuals on this team and as people going out into the world soon and experiencing adulthood — we also gain so much life experience on this ride.”

— **Samantha Chen**, Rockies Route



“I’m really excited that Texas 4000 has given me purpose. It doesn’t end today and it doesn’t end after I drive the vans back. It doesn’t end. We’ve known what it means to do something every day for other people and that sense of purpose doesn’t end.”

— **Barron Peper**, Ozarks Route



“Texas 4000 has built a foundation for all of us who ride and for all of the people we’ve impacted along the way. I think it’s going to allow us to do even greater things in the future because such a great example has been set for the kinds of people we want to be.”

— **Alejandro Flores**, Ozarks Route

GIVING BACK TO THE FIGHT AGAINST CANCER

Each year, Texas 4000 awards grants to organizations with a focus on cancer research and cancer support services. Grants are awarded to organizations based on established requirements which include a focus on research, involvement and investment in the Texas 4000 program, and the ability of the grant to make a significant relative impact. The grant review committee each year consists of a group of current year riders, alumni riders, and Board members. A few examples of previous grants we've made:



MD ANDERSON CANCER CENTER

- Distinguished Professorship Endowment
- Center for Molecular Markers
- Center for Targeted Therapy

“On behalf of The University of Texas M. D. Anderson Cancer Center, please accept my heartfelt gratitude for the support of Texas 4000 for our patient care, research, education and prevention efforts. We are encouraged by your partnership and inspired by the selflessness of the outstanding riders who share our determination to eliminate cancer in Texas, the nation and the world.”

—William Alexander

M.D. Anderson Cancer Center



UNIVERSITY OF TEXAS, DEPARTMENT OF BIOMEDICAL ENGINEERING

- Pedi Clinical & Translational Research Center

“The seed funding we received from Texas 4000 basically let us enter a new direction in our cancer research. We were interested in how cancer cells interact with the vascular system. This project basically would not have happened without the funding from Texas 4000. It gives us an opportunity to do things that are a little more on the cutting edge and which may be harder to get traditional funding for.”

—Aaron Baker, Ph.D., Assistant Professor
UT Department of BioMedical Engineering



THE LIVESTRONG FOUNDATION

- Navigation Support Services

“Through the years, the money that Texas 4000 riders have raised has gone directly to provide free cancer support services to people affected by the disease as they fight through the practical, emotional, legal and financial challenges that accompany a diagnosis. We are so thankful to have Texas 4000 as one of our most ardent partners.”

—Doug Ulman

LIVESTRONG Foundation President and CEO

SIGNATURE ANNUAL EVENTS



DAY ZERO & ATLAS KICK OFF PARTY

MAY 30, 2014

The day prior to the ATLAS Ride and the first day of the Summer Ride is referred to as “Day Zero.” The Texas 4000 team receives a first-class salute as they ride through Austin for their unofficial send-off before departing for Alaska. Dignitaries such as Austin’s Mayor, Chief of Police, civic leaders, philanthropists and volunteers participate and applaud the riders on this day. Pictured here is Luci Baines Johnson who gave a touching speech at our 2013 Day Zero event. Later that evening we invite our ATLAS Ride friends and fundraisers to the ATLAS Kick-off Party to mingle with the team in celebration of what lies ahead.



ATLAS RIDE

MAY 31, 2014

The Texas 4000 ATLAS Ride is a 500+ person cycling event from Cedar Park to Lampasas where supporters can register and ride the first 25, 50, or 70 miles with the Texas 4000 team as they start their 70-day journey. Post-ride activities include a large Texas barbeque, live music, sponsor booths and a presentation by the Texas 4000 team. ATLAS is an opportunity to raise awareness and funds for our cause while surrounding the team with support and encouragement.



SUMMER RIDE

MAY 31 THROUGH AUGUST 8, 2014

Approximately 70 students ride from Austin to Anchorage, holding cancer prevention, awareness and fundraising events in cities along the three routes: Sierra, Rockies, and Ozarks. For all three routes, riders wear the Texas 4000 jerseys every day and are accompanied by the branded team trailer.



TRIBUTE GALA

AUGUST 23, 2014 (DATE IS TENTATIVE)

The Tribute Gala honors and celebrates the riders’ homecoming and accomplishments by sharing their experiences of the journey. This 500+ person fundraising gala includes a VIP reception, dinner, dancing, silent and live auctions and multiple ways to support Texas 4000 in the continued fight against cancer.

TEXAS 4000 SPONSORSHIP PROGRAM

Texas 4000 is seeking support from companies that share the passion and commitment that Texas 4000 represents:

- Passion to be involved in the fight against cancer in a meaningful way
- Commitment to cultivate and invest in the development of the next generation of young leaders

Corporate sponsors are a key part of the Texas 4000 program. In addition to providing financial support, corporate sponsorship allows us to expand the awareness of our mission to new supporters while also providing tangible ways for your employee base to activate and get involved with Texas 4000 as the riders traverse the three routes across the country.

The Texas 4000 sponsorship program is a 3-year commitment and offers a variety of levels of investment (Presenting, Gold, Silver and Bronze) with comprehensive benefits associated with each. In addition to the branding and promotional benefits associated with sponsorship, sponsors will also see the benefit of community exposure and goodwill as the grassroots nature of the Summer Ride passes through towns, cities and states across the country. We welcome and encourage the collaboration with Texas 4000 sponsors on opportunities to jointly activate where applicable along the Summer Ride routes to gain additional exposure and awareness for Texas 4000 and highlight your involvement as a corporate sponsor.



TEXAS 4000 SPONSORSHIP LEVELS

	PRESENTING \$50,000 1	GOLD \$25,000 2	SILVER \$10,000 3	BRONZE \$5,000 4
Annual Amount for Three Years Target Number of Companies				
GENERAL				
Named Presenting Sponsor	●			
Exclusive in sponsor category	●			
Company logo and feature on website*	●	●	●	●
Sponsorship featured in social media	●	●	●	
Press release announcing sponsorship	●	●		
RIDE PROGRAM (TRAINING & SUMMER RIDE)				
Logo included on rider jersey*	●	●	●	
Logo on team trailers*	●	●	●	
Logo on sponsorship banner*	●	●	●	●
Activation opportunities in major cities	●	●		
TRIBUTE GALA				
Recognition in Tribute Gala program & presentation*	●	●	●	●
Logo featured across digital and print assets*	●	●	●	●
Tribute and VIP Reception Tickets	10	10	5	5
ATLAS RIDE AND KICK-OFF PARTY				
Logo featured across digital and print assets*	●	●	●	●
Registrations to ATLAS Ride	10	8	6	4
Booth space at Post-Ride Party	●	●	●	●

* Sizing and placement of sponsor logo vary by sponsorship level



RIDER JERSEY



TEAM TRAILERS



SPONSORSHIP BANNER

IN-KIND SPONSORSHIPS

Many products are necessary to support the Texas 4000 program through training, our signature events (Summer Ride, ATLAS Ride, and Tribute Gala), and the numerous events we have in communities across the country. We rely on and need in-kind donations to support these activities throughout the year. Associated benefit levels of in-kind sponsorship will be determined based on donation type and dollar value. We welcome the opportunity to collaborate on options for in-kind sponsorship with your company. The following illustrates some of our needs:

4,750 GALLONS

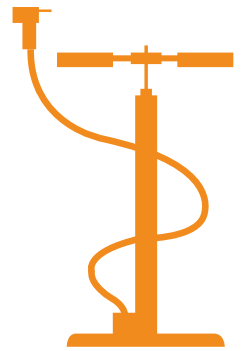
Amount of gas six 12-passenger support vans will use.
They will drive 9,500+ miles each.



Number of rest stops along the routes where riders need to replenish food & water and repair bikes

5

Average number of flat tires the team changes each day



The team rides for 70 days through rain, sleet, wind, snow, heat and any other weather imaginable. On average, they will encounter:

15 THUNDERSTORMS

3 HAIL STORMS

WIND GUSTS OF UP TO **40 MPH**

TEMPERATURES RANGING FROM **BELOW ZERO – 115°**



The team will spend approximately 30 nights camping, sleep 16 nights in a gymnasium, 14 nights with host families, 9 nights in churches and only **ONE** night in a donated hotel room.



5,000

Number of peanut butter and jelly sandwiches the team will eat

35 GALLONS

Amount of sunscreen the team will use



The team will consume

10,000 ENERGY BARS

and drink more than **700 GALLONS** of sport drink mix.

RIDER TESTIMONIALS



ROSS MCGARITY

2014 Route: Rockies

Hometown: Copenhagen, Denmark

College: Junior at The University of Texas studying Electrical Engineering

WHY I RIDE

I ride for multiple people in my life.

The first was one of the smartest people I ever met. Her name was Beverly Elizabeth “Bee” English. I met her when she was my teacher at Lake Travis High School. She was diagnosed with a brain tumor the year I was in her class in 2008 and she had to stop working. Two years later she passed away.

Secondly, I ride for my grandmother, Ruthie. She has fought and survived cancer twice! The first time, when I was very young, she was diagnosed with breast cancer. The second time she fought cancer I was definitely old enough to understand how scary the situation was. She was diagnosed with lung cancer, but she was so positive throughout the whole process. I am grateful to say that Ruthie beat cancer twice!!

Next, I ride for my Uncle Clay and Aunt Jackie. I ride for them because they both have been diagnosed with cancer. Clay was diagnosed with kidney cancer, while Jackie was diagnosed with breast cancer. But no matter what they have gone through they are always positive, genuine, and loving towards everyone around them.

Lastly, I ride for my mom. It was within the two last years that she was diagnosed with breast cancer. Soon we found out that the cancer was still in its early stage and that was amazing news. In fact, it only took about five months for her to complete all her treatment. She is a survivor!

Cancer is something we are all fighting to cure, and for that reason I not only ride for these amazing people, but I ride for everyone anywhere who has ever had to deal with this terrible disease.



COURTNEY SCHUTZE

2014 Route: Rockies

Hometown: Flower Mound, Texas

College: Senior at The University of Texas studying Communications

WHY I RIDE

I ride for my dad, Tom Schutze.

I came into Texas 4000 with a Dad who was diagnosed with Prostate Cancer in 2010 and Multiple Myeloma (an incurable blood cancer) in 2011. He was currently in remission and I had the idea that I would go on this ride to fight his cancer with him. Unfortunately, in the summer of 2013, my whole perspective of this experience changed. My father passed away of Multiple Myeloma on June 10th. In just a few short months, I went from riding to help my Dad fight cancer to riding in memory of my Dad. I continue to ride for him because his strength and courage in his last few months is the most inspiring thing I have ever experienced. I have never met someone stronger in my entire life, other than my mother who was by his side every step of the way. I never want another daddy's girl to lose her dad, or a wife to lose her husband or a caregiver to watch their loved one die. I want to do all I can to find a cure for this disease.

In my last conversation with my dad before he passed away, he said, "Courtney we are going to make a difference in the fight against Cancer. I will be with you every step of this way. Every time you climb a hill and you feel out of breath I will give you more, when you feel like you can't bike anymore, I will help keep you going and we will make it all the way to Alaska, together." My dad said we would make a difference in this fight, and I will honor those words until the day I die. To Alaska and beyond.



JORDAN ROBLES

2014 Route: Rockies

Hometown: Houston, Texas

College: Senior at The University of Texas studying Advertising

WHY I RIDE

I ride for my father, Esteban Robles. My father was diagnosed with leukemia when I was in high school. Throughout his fight, he always carried a smile and a high spirit. He went through traditional treatments and eventually onto research-based methods, and he always ended up being the 5% that wasn't supposed to make it. I now truly understand the need and effects of cancer research, and why this mission is so important to the team. Up until my father passed, he had been training in hopes of attending and completing the MS150. My birth mother suffers from MS, so my father supported the cause and helped in raising money. In sickness, he would ride his bike mounted on a trainer for hours on end.

It feels great when people come up to me and say that I remind them of my father. My father's profession had him connected to tons of people, and for them to say how much my father meant to them makes me proud to have been his son. He loved cycling, so I believe that by completing the ride to Alaska not only would I be an ambassador for the fight against cancer, but I'd also be fulfilling my father's wish of completing that one last ride.



CHRISTINA IBARRA

2014 Route: Rockies

Hometown: San Antonio, Texas

College: Senior at The University of Texas studying Communications

WHY I RIDE

I ride for my great-grandmother who was taken so quickly by ovarian cancer. I ride for two great uncles and a great aunt who were also taken from my family by this terrible disease. I ride for my 2 uncles who currently battle cancer when their fathers were both taken by cancer. I ride for the mother of a beautiful friend who suffered from breast cancer and is now with the angels. I ride for my mother, who survived her battle with lymphoma. I ride for all of my family, friends, teammates and anyone affected by cancer.

I'm not a seasoned cyclist- in fact, I didn't learn to ride a bike until my freshmen year of college, thanks to the help of some friends. This ride will be the most physically challenging thing I've ever done, but it's an obstacle I will gladly and gratefully face for the cause of cancer. My dream is to have a cancer free world, and for years I thought I could not do anything about it because I was not pursuing a job in the medical field. However, I've found through this organization that I can provide hope and knowledge. So many people know so little about the disease and don't know how to cope when they or a loved one receive news of cancer. This is something I experienced firsthand, and with the amount of people affected by cancer in the world, this needs to change. Throughout my time in Texas 4000 and in my years after, I will do everything in my power to see that people are aware of what cancer is and the best ways to react. Educating others can help those who have to deal with the disease respond positively and proactively and inspire people to make a difference. It is one step closer to finding a cure.



ASHLEY WALLACE

2014 Route: Ozarks

Hometown: Lago Vista, Texas

College: 4th Year Accounting student at The University of Texas

WHY I RIDE

I ride for my Mom and my Aunt Louise.

Fourteen years ago, my Mother passed away from Breast Cancer. She had battled cancer when I was very young and survived. Then at her 3.5 year mark, she was rediagnosed and passed away when I was seven years old.

My Mother and Father prepared me very well for her passing by always being very candid with me about what she was going through. She held strong for my Dad and I, and I will always be thankful that she was able to be present in my life for as long as she was. Even though she is not physically here with me now, I know that she is with me spiritually.

Thus, the reason I fight back against cancer is because of my wonderful, awesome Mother who taught me to view death as a celebration of life, instead of a mourning of what has been lost.

At the beginning of March 2013, my Aunt Louise was diagnosed with pancreatic cancer. This lady is one of the most kind-hearted and loving person I know. All of my memories of my Aunt are filled with lady bugs (her favorite bug), smiles, and sweet conversations. I ride for my Aunt Louise now because I want to help give her hope that she can overcome cancer. She has a long road ahead of her, and I want to do the most I can to support her and show her encouragement and love!



MILES HUTSON

2014 Route: Ozarks

Hometown: Plano, Texas

College: Sophomore at The University of Texas studying International Relations and Journalism

WHY I RIDE

When I joined Texas 4000, I did it for my mom's brother, Rick. Rick received a cancer diagnosis at the age of 54. Three years later, he passed away, after a trying battle with his disease. While I was upset that my uncle had passed, what upset me more was that so quickly, my mom had lost her brother. Even more importantly, his two sons, who wear ten-gallon hats and cowboy boots like their father, and are still in elementary school, lost a role model. I was angry that cancer had caused so many people to lose control over their own lives.

Rick isn't the only member of my family to have received a cancer diagnosis. During elementary school, I enjoyed playing soccer. Unfortunately, however, a cancer diagnosis put an end to that in the third grade. From an early age, it turned out, a cancerous tumor had been growing in my leg. At age 9, it was pressing up against a nerve, which caused me pain during soccer matches, but also caused a very talented doctor to detect it. Fortunately, my doctors were able to use a combination of chemotherapy, radiation, and finally a surgery to remove the tumor from my leg in about a year. Since then, I have been in remission. While I have had many surgeries afterwards up to the present day to deal with complications, I count myself lucky to have had it detected so early. Aside from myself, my maternal grandfather had a short bout with skin cancer. Additionally, my paternal grandmother, who is one of the sweetest women I know, fought and won her own battle against breast cancer.

Again, in my own life, in Rick's life, and in the lives of my grandmother and grandfather, I find myself most angry that cancer took away control. I hate the disease for the disruption it causes in the lives of the ones I love. I ride to take back control from this disease.

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OUR THANKS

Through the generous support of sponsors, volunteers, riders and community leaders, Texas 4000 has impacted thousands of individuals by sharing our message of hope, knowledge and charity over the past decade. We are proud to have raised more than \$4 million in the fight against cancer, but we know there is so much more work left for us to do in order to overcome cancer. We are energized about Texas 4000's future growth and impact and thankful for your sponsorship consideration. We are excited about the opportunity to partner with you in the fight against cancer.

It doesn't take just one / It takes all of us / Let's fight cancer together



For more information on becoming a sponsor, please contact

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