

TEXAS 4000

FIGHTING CANCER EVERY MILE

www.texas4000.org



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Texas 4000 Mission

Our mission is to cultivate student leaders and engage communities in the fight against cancer. Texas 4000 for Cancer is the longest annual charity bike ride in the world. Students from The University of Texas at Austin are competitively selected and participate in an 18-month leadership development and training program. Prior to departing for a more than 4,000-mile bicycle ride from Austin, Texas, to Anchorage, Alaska, students plan every aspect of the ride and have raised more than \$12.9 million in the fight against cancer since the first ride in 2004.

Texas 4000 is dedicated to fighting cancer by sharing hope, knowledge, and charity.

HOPE

We share hope by letting those touched by cancer know that we are riding for them and fighting for a world without cancer.

KNOWLEDGE

We share knowledge by bringing life-saving information about cancer prevention to communities and providing leadership development training to tomorrow's leaders.

CHARITY

We share charity by contributing to cancer research and cancer support services while developing the next generation of volunteers and philanthropists.

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 75 students are competitively selected for participation based on the following:

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

Texas 4000 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 24–30 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.

The riders begin every 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.



"The Texas 4000 riders have given our community so much more than we have provided to them. Through hosting Texas 4000, neighbors and casual acquaintances have developed into friendships as together we've shared the hosting experience and personal stories of how deeply cancer has impacted each of our lives. There is never a shortage of fun, laughter and intelligent conversations as hosting this highly accomplished group of riders is nothing short of AMAZING and we highly recommend it to others."

— Jim & "B" Gorman, Team Host
South Lake Tahoe, CA



"One word comes to mind when I think of the Texas 4000 riders: inspired. These young people make mental, physical and emotional sacrifices in service of something much greater than themselves – the fight against cancer. They inspire everyone with whom they interact through their selflessness, energy and motivation. They inspire me to dig deeper, give greater and be more compassionate."

— Jenifer Sarver
Advisory Board Member, Texas 4000

Texas 4000 - Leadership Program

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

- Raise a minimum of \$4,500
- Ride 2,000 training miles with their team
- Volunteer more than 50 hours in the community

While the cornerstone 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 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 prevention and awareness along the routes.

The Texas 4000 program is based around our Eight Foundational Leadership Skills, which include areas such as self-awareness, communication, and peer respect. Guest speakers and workshops throughout the year help the riders build mastery in each area. Riders also receive physical training through group workouts, 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, and first aid 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 and also to be leaders and philanthropists in their communities long after their participation in Texas 4000.



"Texas 4000 is a journey of personal growth. I've overcome challenges and pushed myself to levels I never thought I could reach. My teammates and the many people who shared their stories with me along the way were my inspiration. This organization is so much bigger than me."

— Elaine Posluszny, 2014 Sierra



"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, 2013 Ozarks



"At the end of the ride, we began to understand the capital T Truth: Texas 4000 is not only a 70-day bike ride from Austin to Anchorage but also a 70-day preamble to a lifetime of purpose."

— Sai Gourisankar, 2015 Rockies

Texas 4000 - Events



SKIN CANCER SCREENINGS

FALL 2021 & SPRING 2022

Texas 4000 Skin Cancer Screenings aim to help individuals fight cancer by catching symptoms early and educate communities about cancer prevention strategies. With the help of volunteer doctors and nurses, our organization has helped facilitate over 250 on-campus annual screenings at no cost to participants. Your skin is the largest organ in your body, and skin cancer is the most common of all cancers. However, if caught early, skin cancer is almost always curable.

To see our annual scheduled dates, visit texas4000.org/events.



HOPE DAY

APRIL 2022

Hope Day is an annual event in April that allows us to share our mission with the Austin community through family-friendly activities, cancer support resources, and interactive games. Held at an outdoor farmer's market, the event features booths from local cancer organizations, a Texas 4000 information booth, a Hope Wall where individuals can write for whom they ride, and a photo booth, as well as activities for all ages.



DAY ZERO

June 3, 2022

The day prior to the ATLAS Ride is referred to as "Day Zero." The Texas 4000 team departs from the University of Texas and rides to Lampasas as their unofficial send-off before departing for Alaska. Dignitaries such as Austin's Mayor, Chief of Police, civic and university leaders, philanthropists and volunteers have participated as speakers in the past.

Teas 4000 - Events



ATLAS

June 4, 2022

RIDE

The Texas 4000 ATLAS Ride is an 800+ person cycling event in central Texas where supporters can register and ride the first 25 or 50 miles with the Texas 4000 team as they start their 70-day journey. ATLAS is an opportunity to raise awareness and funds for our cause while surrounding the team with support and encouragement. Post ride activities include Texas barbecue, music, sponsor booths, and a presentation by the Texas 4000 team.



SUMMER RIDE

June 4, 2022 TO AUGUST 12, 2022

Approximately 75 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 as they cycle an average of 70+ miles per day. Riders stay with host families whenever possible and rely on the generosity of hosts and local businesses for meals and accommodations.



TRIBUTE GALA

AUGUST 27, 2022

The annual Tribute Gala honors and celebrates the riders' homecoming and the culmination of their 18-month leadership and development program. Their accomplishments are shared with friends, family members, and supporters in the broader Austin community. This unforgettable evening for more than 500 guests includes , dinner, silent and live auctions, and multiple ways to support Texas 4000 in the continued fight against cancer while sharing stories of Hope, Knowledge and Charity.

Guests say year after year that this is "not your typical fundraising gala." The energy and hope that fills the air is guaranteed to inspire.

www.texas4000.org

Texas 4000 - Giving Back to Fight Cancer

Each year, Texas 4000 awards grants to organizations with a focus on cancer research or 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:



M.D. 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



THE 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



BRENT'S PLACE

- Safe-Clean Accommodations for Pediatric Patients and Family Members

“The incredible group of Texas 4000 riders who visited us this summer once again blew us away. They brought so much love, care, and hope into our building. Just like last year, it was such a joy speaking to each one, watching them engage with our families, and being part of such an important ride. Last year's Texas 4000 grant covered the cost of one family's stay at Brent's Place and we are so grateful for this incredible gift.”

— Rachel Bernstein
Brent's Place

Texas 4000 - Support Team

FUNDRAISE FOR ATLAS RIDE OR JOIN OUR SUPPORT TEAM

We can't all ride our bikes from Austin to Anchorage, but that doesn't mean we can't each support the fight against cancer in our own way. The Texas 4000 Support Team is a way for Texas 4000 supporters all across the country to fundraise for their favorite charity in a way that is meaningful to them. Joining the support team allows you to create your own fundraising page and choose your own goal.

Collect donations in honor or memory of a loved one
Run a marathon, Half-marathon, 5K
Hike a mountain
Host a bake sale
Set up a lemonade stand
Create your own 70 day challenge
... whatever pushes you to reach beyond your own limitations!

Together we will be funding cancer research and support services while sharing hope, knowledge and charity and developing the next generation of leaders in the fight against cancer.

Visit www.texas4000.org/event/texas-4000-support-team for more information



2014 alumn, Ross McGarity, joined the Support Team in 2015 as he trained and completed a half Ironman. Ross surpassed his fundraising goal, raising over \$1500 for Texas 4000.

"I found that this form of involvement with Texas 4000 helped me continue to feel like I was part of the Texas 4000 family even though I was thousands of miles away in California. One of my hopes during my fundraising efforts was that by fundraising myself, I could help the 2015 Texas 4000 team grant as much as they possibly could back out to cancer research and resources." – Ross McGarity



"Texas 4000 has been a part of my life since 2011 and the familial effects of cancer are some of my earliest memories. My dad passed away from melanoma in 2003 and my cousin and best friend have also battled skin cancer. My first interaction with Texas 4000 was when my family got the opportunity to host two riders as they passed through our town of Clovis, NM. In 2013, I was able to expand my involvement to fulfilling a position as a host coordinator with two friends and military spouses.

In preparation for the riders, I came across some information on joining the support team and fundraising. Since learning about Texas 4000 just a few years ago, I have stood by while several friends and family members fought

cancer. I was to the point where I was feeling helpless and wanted to do something, anything, and knew that raising money in support of Texas 4000 was another way to join the fight. I shared my fundraising website through social media and e-mail. I also coordinated a fundraiser at a local pizza restaurant. I created some informational flyers and anyone who turned in the flyer to the cashier had a percentage of their order total donated to Texas 4000. This was great community outreach as I stood outside the restaurant and was able to share the message of hope, knowledge, and charity. Between all of my efforts, I was able to exceed my fundraising goal and now can proudly wear a Texas 4000 jersey and promote this amazing organization. Cancer affects us all — old/young, rich/poor, military/civilian, and having Texas 4000 travel through Clovis has allowed all those groups to come together to support an event and a cause that we can all care deeply about."

— Megan Smith
Team Host and Support Team Member

Texas 4000 - Become a Sponsor

Texas 4000 seeks to partner with companies and organizations that share our:

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

Corporate sponsors are a key part of the Texas 4000 program. Our partners allow us to expand our mission to new supporters while also providing unique and tangible opportunities for your employees to get involved with Texas 4000. In addition to the branding and promotional opportunities associated with sponsorship which includes the team jersey and trailers, your support allows your company exposure to the tens of thousands of people who currently support Texas 4000 as well as the people that live and travel in the more than 200+ communities that riders visit during the 70-day journey from Austin to Anchorage. Your support is developing the next generation of philanthropic leaders.

The Texas 4000 sponsorship program requests a minimum 2-year commitment and offers a variety of levels of investment (Presenting, Gold, Silver and Bronze) with comprehensive benefits associated with each level. We welcome creative collaboration with our sponsors to identify opportunities to maximize and highlight sponsorship dollars and involvement.

JOIN THE 4000 CIRCLE

Become a member of our 4000 Circle by donating \$4,000 or more over the course of a year through a one-time donation or installments. We rely on this core group of supporters to invest in the organization's mission and ensure sustainability year after year.

Visit www.texas4000.org/about-us/4000-circle/ for more information on how to join the 4000 Circle today.



SPONSOR A BIKE

Supporters can donate \$1,500 to our Adopt-A-Bike initiative which provides an integral element for each participant in the Texas 4000 program. The bike is used by each rider for their 2,000 training miles and their 4,000+ mile journey across the continent. Each Texas 4000 riders who completes the program get to keep the bicycle that carried them from Austin to Anchorage.

Visit texas4000.org/donate/adopt-a-bike/ to donate today.

Texas 4000 - Become a Sponsor

	PRESENTING \$50,000	GOLD \$25,000	SILVER \$10,000	BRONZE \$5,000
GENERAL				
Named Presenting Sponsor	●			
Company logo and feature on website*	●	●	●	●
Sponsorship featured in social media	●	●	●	
Press release announcing sponsorship	●	●		
RIDE PROGRAM (TRAINING AND SUMMER RIDE)				
Logo included on rider jersey and team trailers*	●	●	●	
Logo on sponsorship banner*	●	●	●	●
Activation opportunities in major cities	●	●		
TRIBUTE GALA				
Recognition in Tribute Gala program and presentation*	●	●	●	●
Logo featured across digital and print assets*	●	●	●	●
Tribute and VIP Reception Tickets	20	10	10	4
ATLAS RIDE AND KICK-OFF PARTY				
Logo featured across digital and print assets*	●	●	●	●
Registrations to ATLAS Ride and Kick-off Party	20	8	8	4
Booth space at Post-Ride Party	●	●	●	●

* Sizing and placement of sponsor logo vary by sponsorship level

In-kind sponsorship levels are calculated at 50% of fair market value



RIDER JERSEY



TEAM TRAILERS



SPONSORSHIP BANNER

Texas 4000 - What It Takes

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 in-kind donations to support these activities throughout the year. The following illustrates some of our needs:

5,700 Gallons

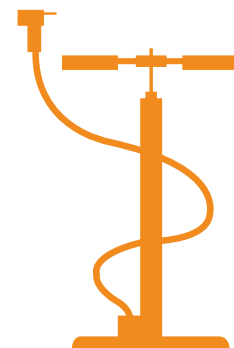
Amount of gas six 15-passenger support vans and three support cars will use. They will drive 9,500+ miles each.



Number of rest stops along the routes where riders need to replenish food and 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 to 115°



The team will spend approximately 30 nights camping, 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.

Texas 4000 - Founder's Story



CHRIS CONDIT

The month after my 11th birthday, I was diagnosed with Stage III Hodgkin's Lymphoma. I had been feeling weak and easily fatigued for months before, but no one would have guessed it was cancer. Having cancer is tough for anyone, but facing mortality as a child is especially frightening. Seeing your parents cry is scary. Seeing children your age with heads shiny bald and patch-worked with scars from surgeries is heartbreaking.

Throughout my cancer experience I met a lot of kids who, like me, were being treated for cancer. I also saw a lot of kids who were not responding well – who were getting sicker as I was getting better. That's when I knew, at age 11, that I had to do something.

I founded Texas 4000 for Cancer with my now wife, Mandy, as a student at The University of Texas at Austin where I studied electrical and biomedical engineering. We started Texas 4000 to make a difference in the lives of those who struggle with this terrible disease by raising money for cancer research, providing hope to those people and their families by showing them that there is life after cancer, and educating communities across the continent about how they can detect and prevent cancer.

I am truly grateful for all of the people who have volunteered to take part in this endeavor since our inaugural ride in 2004. People from different backgrounds and walks of life - riders, staff, alumni, volunteers, and board members – work together and strive for a common goal. We seek to cultivate student leaders and engage communities in the fight against cancer. We want to show the world our dedication to this cause and inspire all who meet us.





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 18 years. We are proud to have raised more than \$12.9 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 enthused 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:

Texas 4000
1111 W. 24th Street, Suite 200
Austin, TX 78705
info@texas4000.org, 737-300-2318

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