

www.texas4000.org

### WHAT We Do

University of Texas students are competitively selected for an 18-month program designed to cultivate the next generation to lead the fight against cancer. Students raise \$4,500, ride 2,000 training miles, volunteer more than 50 hours in the community, and play an active role in planning every aspect of the ride to Alaska.

Our Texas 4000 Summer Ride is the longest annual charity bike ride in the world from Austin, Texas to Anchorage, Alaska. PHYSICAL TRAINING

PHILANTHROPIC COMMITMENT

SERVICE

TO+ MILES PER DAY

24-30 RIDERS PER GROUP

UP TO 4 CROSS-COUNTRY ROUTES

CANCER RESEARCH

CANCER SUPPORT SERVICES

OVER \$4 MILLION GRANTED



Brent's Place
Free Accommodations for Pediatric
Cancer Patients & their Families



M.D. Anderson Cancer Center
Distinguished Professor Endowment, Center for Molecular
Markers, & Center for Targeted Therapy.

## ACROSS NORTH AMERICA WITH Texas 4000 for Cancer

Sponsoring the Texas 4000 for Cancer team means you're not just helping in the fight against cancer, you're reaching a wide audience.

Past cities include:

SIERRA ROUTE CITIES Austin, TX Lubbock, TX Santa Fe, NM Flagstaff, AZ San Francisco, CA Lake Tahoe, CA Portland, OR Seattle, WA Vancouver, BC Anchorage, AK

> ROCKIES ROUTE CITIES

Austin, TX
Dallas, TX
Oklahoma City, OK
Colorado Springs, CO
Denver, CO
Calgary, AB
Prince George, BC
Anchorage, AK



Austin, TX Houston, TX New Orleans, LA Memphis, TN St. Louis, MO Milwaukee, WI Minneapolis, MN Anchorage, AK

## MEDIA & RECOGNITIONS











## CORPORATE ENGAGEMENT

Here are just a few ideas to increase employee engagement and interact with the team:

- Host Rider Interviews during Team Selection
- Serve as a Cycling Coach
- Welcome Ride-Hosted Learning Lunches
- Create a Texas 4000 Internship Pipeline
- Host Rider-Employee Event
- Represent on our Board
- Host a rider training Rest Stop
- Support employee Crowdfunding Challenges

## TEXAS 4000 FOR CANCER Sponsorship Opportunities

FINANCIAL SPONSORS

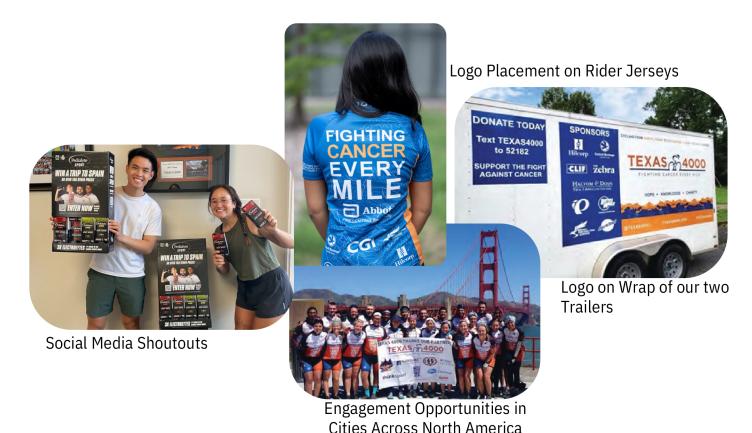
IN-KIND SPONSORS

#### Here's just some of the things your sponsorship supports:

- Our 18-month Leadership Development Programming
- Fall Bike Training Camp
- Spring Break Training Ride
- Camp T4K
- Rental vehicles for Summer Ride
- Food and Drinks for Summer Ride

- Fuel for cross-continental Summer Ride
- Camping Fees & National Park Entrance Fees
- Rider and Vehicle Insurance
- Storage, upkeep, and repairs for our three trailers
- Bike tools and tires

#### Become the "official partner" for your industry with a multi-year agreement.



# Sponsor

|                                                       | Presenting<br>Sponsor | Signature<br>Sponsor | Platinum<br>Sponsor | Gold<br>Sponsor | Silver<br>Sponsor | Bronze<br>Sponsor | Friend of<br>T4K |
|-------------------------------------------------------|-----------------------|----------------------|---------------------|-----------------|-------------------|-------------------|------------------|
| INVESTMENT                                            | \$65,000              | \$50,000             | \$40,000            | \$25,000        | \$10,000          | \$5,000           | \$3,000          |
| SPONSORS AVAILABLE                                    | 1                     | 1                    | 3                   | 6               | 10                | 10                | unlimiited       |
| Recognized as Presenting<br>Sponsor                   |                       |                      |                     |                 |                   |                   |                  |
| Logo on front of rider jersey                         |                       |                      |                     |                 |                   |                   |                  |
| Press Release Mentions on<br>Summer Ride routes       |                       |                      |                     |                 |                   |                   |                  |
| Framed Team Photos with<br>Alaska Sign                |                       |                      |                     |                 |                   |                   |                  |
| Framed Texas 4000 Rider<br>Jersey                     |                       |                      |                     |                 |                   |                   |                  |
| Speaking Opportunities at Texas 4000 events           |                       |                      |                     |                 |                   |                   |                  |
| Thank you videos from riders during Summer Ride       |                       |                      |                     |                 |                   |                   |                  |
| Company logo on two team trailers                     |                       |                      |                     |                 |                   |                   |                  |
| Speaking Opportunities at Rider Training Sessions     |                       |                      |                     |                 |                   |                   |                  |
| Engagement opportunities with riders in major cities* |                       |                      |                     |                 |                   |                   |                  |
| Company logo on back of ride jersey                   |                       |                      |                     |                 |                   |                   |                  |
| Sponsorship featured in social media posts            |                       |                      |                     |                 |                   |                   |                  |
| Company logo and link on the website                  |                       |                      |                     |                 |                   |                   |                  |
| Sponsorship banner at Texas<br>4000 events            |                       |                      |                     |                 |                   |                   |                  |