



SPONSORSHIP OPPORTUNITIES 2021





On a mission to advance state of the art cancer research and treatment to serve cancer patients and their families in Wisconsin and beyond.

Who we are

The Ride is a signature Wisconsin biking event which energizes the community around the mission of raising funds for cancer research and patient treatment at the University of Wisconsin-Madison and the UW Carbone Cancer Center.

The UW research environment brings together scientists and clinicians from a wide variety of disciplines to help solve complex problems affecting patient care, and The Ride accelerates the rate at which collaboration and discovery occurs.

Within this vibrant and interactive atmosphere, new strategies are emerging to address the cancer challenge. The Ride's overall mission is simple - to increase cure rates and reduce the burden of cancer for future generations.

“

We created The Ride to energize the community to take part in our mission in curing patients of today and tomorrow. The community's involvement has been paramount to the success of patient care.

*-Dr. Paul Harari
The Ride Co-Founder*

“

The Ride was created to engage the community in an effort to propel cancer research at the University of Wisconsin and to fund the most promising discoveries in the laboratory and drive these to treatments and cures.

*-Dr. Deric Wheeler
The Ride Director & Co-Founder*



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ACCELERATING CANCER RESEARCH AND INNOVATION FORWARD

THE NEED

Only 5-10% of all research grants are funded through the National Cancer Institute (NCI) which is a drop from the 20-25% funding in previous years. These grants are vital to moving research forward and without these funds, private sector involvement is critical. The Ride provides critical research dollars to the most promising discoveries and technologies at the University of Wisconsin.

THE SCHOLARS

The Ride powers the brightest minds, ideas and technologies that pioneer the future of cancer research and patient treatment at the University of Wisconsin. The Ride Scholars receive annual grants based on rigorous criteria which maintains The Ride's commitment to 100% of all funds raised powering the most promising areas of innovation.

THE IMPACT

To date, The Ride has funded over 40 scholars who have advanced ground-breaking discoveries to improve cancer patient outcomes.



**RAISED HERE
STAYS HERE**



100% RAISED. 100% STAYS.

100% of all funds raised through The Ride go directly back to funding research at UW. The support of our generous sponsors ensures that every single dollar is used for innovative cancer research and treatment programs.



BY THE NUMBERS

100%
raised goes to
cancer mission

3,690
riders

20%
annual participant
growth

333
towns
represented

\$1,336,662
raised

300+
volunteers

7,870
donors

41
sponsors

40
scholars &
technologies

The Ride (2016-2020)

CELEBRATING THE 5TH ANNIVERSARY OF THE RIDE



2016

826 riders



2017

1,243 riders



2018

1,458 riders



2019

1,618 riders



2020

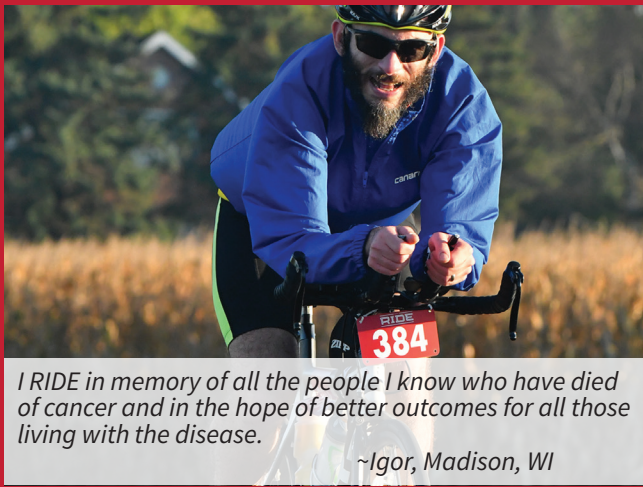
864 riders*

*Individualized experience due to COVID-19



Riders participated in a socially distance manner in 2020 and were provided rest stops and engagement stations to enhance their experience on the 100 Mile, 100K, 50K and 25K routes. To provide a safe experience for all, participants began their route in various locations throughout the day to stagger themselves from other participants.

RAISED HERE.
STAYS HERE.



I RIDE in memory of all the people I know who have died of cancer and in the hope of better outcomes for all those living with the disease.
~Igor, Madison, WI



I RIDE for Theresa and all the Carbone Cancer patients that are in this fight.
~Krista, Middleton, WI



I RIDE in memory of my mom.
~Melissa, McFarland, WI



I RIDE in faith that our next generations do not have to continue battling this disease.
~Tracy, Cottage Grove, WI



I RIDE for my niece and everyone in Southern Wisconsin touched by cancer.
~Yvonne, Madison, WI



I RIDE for all my family and friends who have heard the words, "You have cancer."
~Kathy, DeForest, WI



I RIDE for all those who are affected by cancer. My hope is that with the money raised from The Ride, there will be a breakthrough in cancer research.
~Kara, Beaver Dam, WI



I RIDE for my dad, my father-in-law and my very good friend Marcia.
~Jerry, Verona, WI



I RIDE for my sister that lost her battle with colon cancer.
~Randy, Waupun, WI



I RIDE for improved patient outcomes for generations to come.
~Dave, Waunakee, WI

THE DISEASE



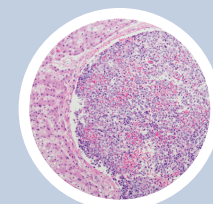
We have to keep striving to learn more, apply it, to learn from that and The Ride reinforces that.

-Dr. Howard Bailey,
UW Carbone Cancer Center
Director

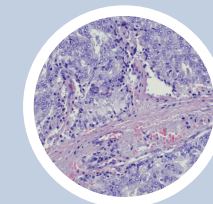
The Ride advances state-of-the-art cancer research and treatment to serve cancer patients and families in Wisconsin and beyond.

Cancer is an umbrella term that refers to over 100 diseases. Different types require different treatments, and success can vary from patient to patient. Fortunately, due to critical advances in research, US cancer death rates have dropped 27% in the last 25 years*.

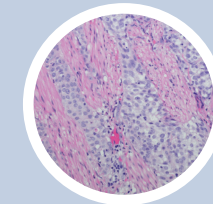
The Ride drives research in every type of cancer.



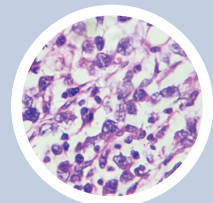
Pediatric



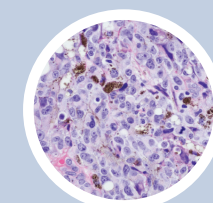
Prostate



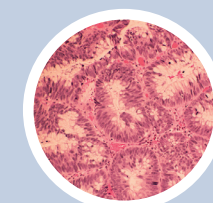
Bladder



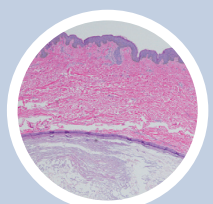
Head & Neck



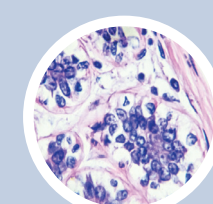
Melanoma



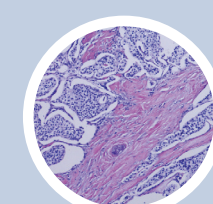
Colorectal



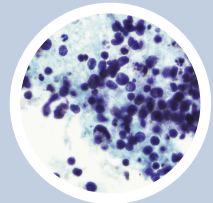
Thyroid



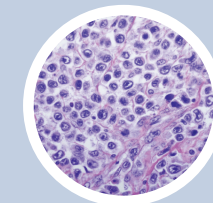
Breast



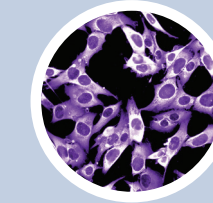
Pancreas



Lung



Lymphoma



Sarcoma

*According to the American Cancer Society's 2019 Facts and Figures Report.

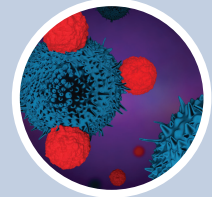
THE RESEARCH



POWERING THE BRIGHTEST MINDS AT THE UNIVERSITY OF WISCONSIN-MADISON

The Ride funds the most promising and innovative areas of cancer research to help lead to cures.

ImmunoOncology



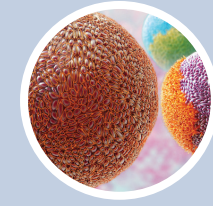
Harnessing the body's own defenses to recognize cancer cells and destroy them.

Radiation Therapy



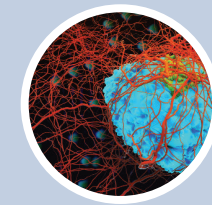
Researchers at UW pioneer advances in the delivery of radiation precisely to the tumor and not normal tissue.

NanoMedicine



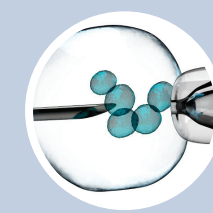
Researchers at UW are designing new medicines that home in on your cancer and deliver specific treatments leading to decreased side effects and increase cure rates.

Viral Oncology



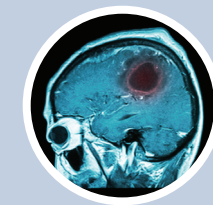
Over 25% of all cancers are caused by viral infection and UW researchers are leading the way in methods for detection, treatment and prevention of viral-driven cancer.

Cancer Stem Cells



Understanding the cells that give rise to cancer is vital to curing cancer faster.

Cancer Imaging



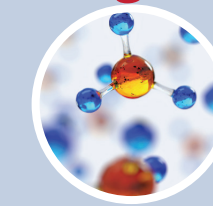
Detecting cancer at its earliest stages is fundamental for early treatment and increasing cure rates.

Therapeutic Resistance



Understanding and predicting how tumors become resistant to different therapies is essential for prolonging life and curing patients.

Targeted Therapies



Understanding what proteins drive cancer is critical and advances will lead to better therapy options.

Cancer Genomics



Cancer is a disease of gene mutation. Understanding mutations that drive cancer leads to a better awareness of how cancer arises and spreads to distant organs.

Precision Medicine



Although we often define cancer by the organ in which it arises, there are over 100 types of cancer with each one unique. Research at UW propels our understanding of your individual tumor so we can personalize your therapy.

Drug Design



Finding new treatments based on biological targets via algorithms, large amounts of data and technologies significantly improves the effectiveness of new and existing drugs.

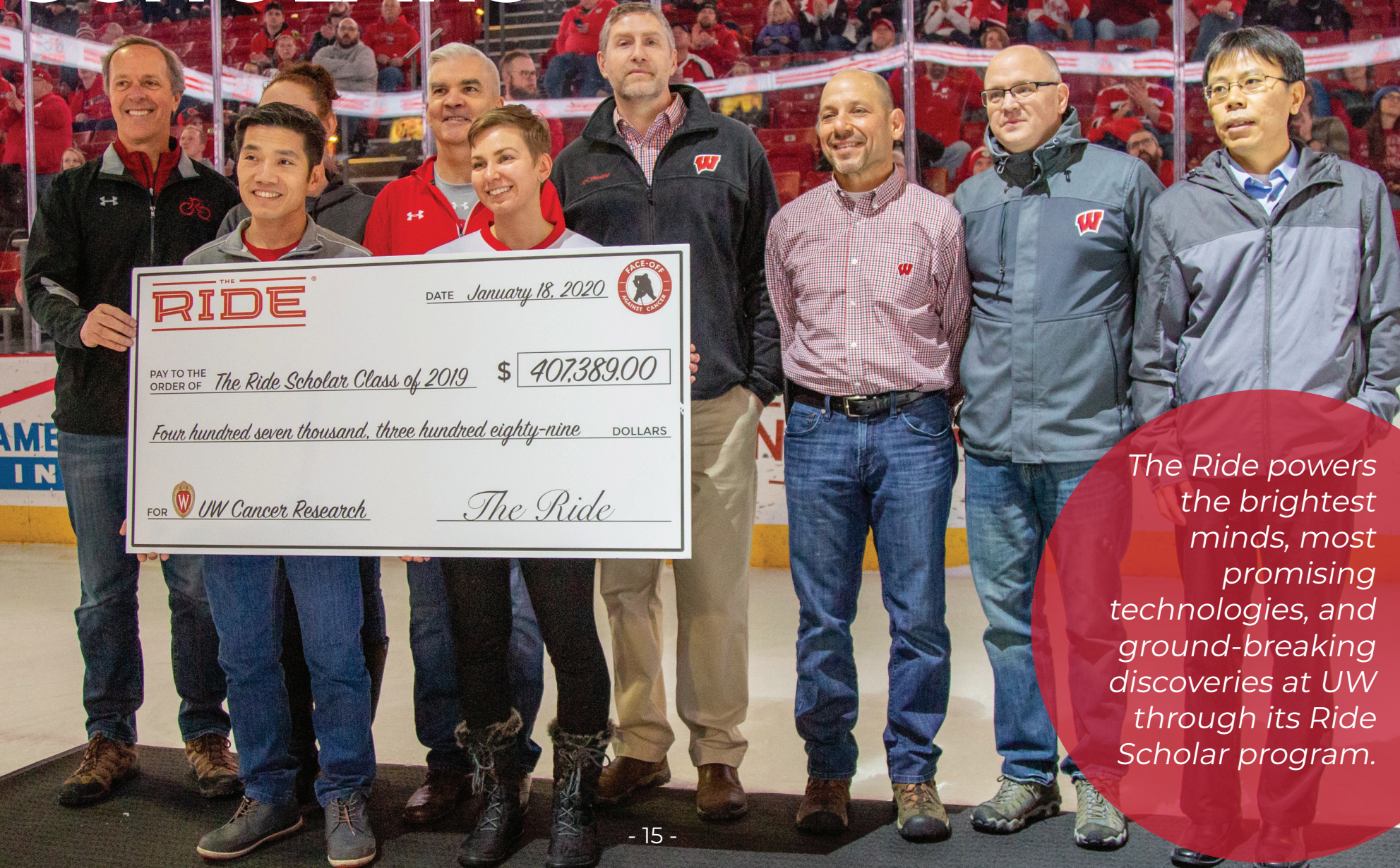
Chemoprevention



One of the best ways to reduce the number of patients dying from cancer is to prevent the disease from developing through investigative links between nutrition and early detection.

WHERE THE MONEY GOES

THE SCHOLARS



The Ride powers the brightest minds, most promising technologies, and ground-breaking discoveries at UW through its Ride Scholar program.

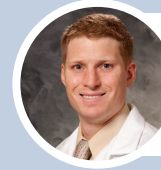
2016

Dr. Mark Burkard
UW Department of Medicine

Dr. Dustin Deming
UW Department of Medicine

Dr. Jessica Miller
UW Department of Human Oncology

Dr. Zachary Morris
UW Department of Human Oncology



Dr. Morris secured over \$8M in federal funding for ongoing research on the combined use of radiation and immunotherapies for cancer patients with his Ride Scholarship seed grant from 2016.

2017

Dr. Paul Ahlquist
UW Department of Oncology, Class of 2017

Dr. Bethany Anderson
UW Department of Human Oncology, Class of 2017

Dr. Steven Howard
UW Department of Human Oncology

Dr. Edward Jackson
UW Department of Medical Physics

Dr. Josh Lang
UW Department of Medicine



Dr. Lang received a large R01 grant from the National Cancer Institute to advance research developing new biomarkers of epigenetic alterations in prostate cancer with the goal of developing new approaches therapy resistant cancers.

Dr. Peter Lewis
UW Department of Biomolecular Chemistry

Dr. Shigeki Miyamoto
UW Department of Oncology

Dr. Mario Otto
UW Department of Pediatrics

Dr. Jennifer Smilowitz
UW Department of Human Oncology

Dr. Bethany Weaver
UW Department of Cell and Regenerative Biology

Yousef Alharbi
Student Scholar, Dr. Manish Patankar's Lab

Mark Klein
Student Scholar, Dr. John Denu's Lab

Ian Marsh
Student Scholar, Dr. Bryan Bednarz's Lab

Tao Wei
Student Scholar, Dr. Paul Lambert's Lab

2018

Dr. Bryan Bednarz
UW Department of Medical Physics

Dr. David Beebe
UW Department of Biomedical Engineering

Dr. Josh Coon
UW Department of Chemistry

Dr. John Denu
UW Department of Biomolecular Chemistry

Dr. Rong Hu
UW Department of Pathology

Dr. Randall Kimple
UW Department of Human Oncology

Dr. Noelle LoConte
UW Department of Medicine

Dr. Kristina Matkowskyj
UW Department of Pathology

Dr. Melissa Skala
UW Department of Biomedical Engineering



Dr. Skala has established new optical imaging technologies that can predict breast cancer response to chemotherapy and targeted therapies and looks to further develop optical imaging technologies to assess patient response to immunotherapies.

2019

Dr. Anjon Audhya
UW Department of Biomolecular Chemistry

Dr. Pamela Kreeger
UW Department of Biomedical Engineering

Dr. Hau Le
UW Department of Surgery



Dr. Le is leading a team to design and build an innovative cold atmospheric plasma device that can eliminate cancer cells without harming normal surrounding tissue.

Dr. Shigeki Miyamoto
UW Department of Oncology

Dr. Susan Pitt
UW Department of Surgery

Dr. Nathan Scheer
UW Department of Oncology, Class of 2019

Dr. Xiaofei Zhang
UW Department of Pathology, Class of 2019

YEAR IN REVIEW



The Ride's focus amid the COVID-19 pandemic was to provide the opportunity for our participants to honor their loved ones affected by cancer while delivering the ultimate in health and safety. Despite an economically challenging year, our participants raised significant funds which will advance life-saving cancer measures.

864
Riders

105
Global Riders

1,288
Donors

\$101,943
Raised



PROVEN SUCCESS

FRED HUTCH OBLITERIDE
 Fred Hutchinson Cancer Center
 University of Washington
 Seattle, Washington

\$14M RAISED
2012-current

2K PARTICIPANTS
annually

amazon SAFEWAY
major sponsors



CYCLE FOR SURVIVAL
 Memorial Sloan Kettering
 New York, New York

\$180M RAISED
2006-current

34K PARTICIPANTS
annually

new balance EQUINOX TAG HEUER
major sponsors



PELOTONIA
 The James Cancer Center
 Ohio State University
 Columbus, Ohio

\$213M RAISED
2009-current

7K PARTICIPANTS
annually

AMERICAN ELECTRIC POWER FOUNDATION Huntington Lbrands FOUNDATION
major sponsors




PAN-MASS CHALLENGE
 Dana-Farber Cancer Institute
 Boston, Massachusetts

\$689M RAISED
1980-current

6K PARTICIPANTS
annually

RED SOX FOUNDATION new balance
major sponsors



CORPORATE INVOLVEMENT

The Ride is able to provide 100% of all rider-raised funds to UW cancer initiatives because of the community corporate and organizational involvement. Sponsors of The Ride support operational costs. This allows for a transparent fundraising process for all Ride participants in their journey to make an impact on UW cancer research and patient treatment initiatives.



Peloton Program

The Peloton Program provides corporations the opportunity to have an active role in fighting cancer at the University of Wisconsin through their involvement at The Ride. Each participating organization promotes wellness and community involvement to their employees while representing their corporation in the fight against cancer.



100% RAISED. 100% STAYS. MADE POSSIBLE BY THE RIDE SPONSORS



PARTICIPATING CORPORATE PELOTON TEAMS



SPONSORSHIP OPPORTUNITIES

there are
MANY WAYS TO SUPPORT

The support of our generous sponsors ensures that every single dollar raised from our participants is used for innovative cancer research and patient treatment initiatives.

With the help of many marketing experts and the support of the UW System, The Ride has a robust marketing and brand strategy which has produced 20% growth in annual participant and fundraising totals. Our team will work with you to ensure we collectively achieve our goals through the use of our traditional media and digital marketing tactics.



PRESENTING SPONSORSHIP **pp. 25**



OPERATIONAL SPONSORSHIP **pp. 27**



REST STOP SPONSORSHIP **pp. 29**



EXPO SPONSORSHIP **pp. 31**



REGISTRANT BAG INSERT **pp. 33**



DONOR MATCH PARTNERSHIP **pp. 35**



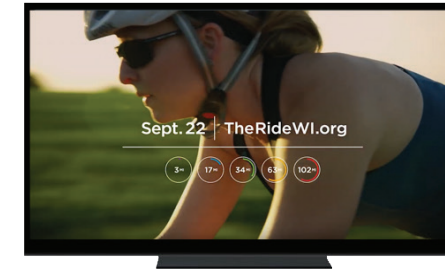
INVOLVEMENT: WALK, RUN, BIKE **pp. 37**



INVOLVEMENT: VOLUNTEER **pp. 39**

HELP WRITE THE STORY THAT ENDS CANCER PRESENTING SPONSORSHIP

A **PRESENTING SPONSORSHIP** provides maximum exposure and allows a sponsor to become synonymous with The Ride and its mission to write the story that ends cancer at the University of Wisconsin. A presenting sponsorship includes logo and verbal recognition throughout The Ride's media campaign which generates over 7 million impressions as well as all organic and community generated content.



SPONSORSHIP DETAILS

TELEVISION: Recognition in all :30 spots running on traditional and streaming television platforms during campaign

EMAIL: Recognition on all prospect and direct email marketing campaigns

WEBSITE: Presence on all webpages at TheRideUW.org

DIGITAL VIDEO: Recognition in all :30 pre-roll spots on YouTube and webpage-based content

RADIO: Recognition on all :30, :15 spots and :05 billboards throughout campaign on the Wisconsin Radio Network

SEARCH: Recognition on all display ads

SOCIAL: Recognition throughout year-long social campaigns

PRINT: Recognition on all print advertisements including, but not limited to: metro bus billboards, retractable banner advertisements, flyers, etc.

GIVEAWAYS: Recognition on complementary promotional items distributed to participants

MEDIA: Recognition in all future media features on The Ride's mission, participants, donors and survivors

PARTICIPATION: Ability to provide complimentary registrations to employees for active involvement

CONTRIBUTION MINIMUM: CONTACT US

HELP WRITE THE STORY THAT ENDS CANCER

OPERATIONAL SPONSORSHIP

An **OPERATIONAL SPONSORSHIP** provides a partner the satisfaction of contributing in a vital way to the University of Wisconsin and its cancer mission. All operational sponsors provide their products and/or services to allow the event to function at the highest level while gaining exposure for their significant role in the event's success.



OPERATIONAL NEEDS

Food & Beverage, Portable Toilets & Waste Management, Bike Mechanics, General Labor, Massages, Advertising Media, Transportation Vehicles (Trucks, Buses, ATVs), Kids' Face Painters, Signage, General Participant Enhancements, etc.



SPONSORSHIP DETAILS

BRANDING: Logo recognition on TheRideUW.org and on all participant t-shirts in addition to all promotional materials (ie., participant packet, email campaign, social media, etc)

CONTRIBUTION: Recognition for providing your company's products and services to support participants and their mission to advance cancer research

ENGAGEMENT: Opportunity to showcase your products and services to thousands of participants

PARTICIPATION: Ability to provide complimentary registrations to employees for active involvement

CONTRIBUTION: CONTACT US

HELP WRITE THE STORY THAT ENDS CANCER

REST STOP SPONSORSHIP

A **REST STOP SPONSORSHIP** offers partners the ability to make a visible impact on The Ride's mission as well as the opportunity to engage with the participants during their journey. This sponsorship provides the ability to promote your company and its products and services in front of thousands of individuals on the bike and run/walk routes.



REST STOP STATISTICS

Total Rest Stops:
 Eight (8) Bike, Ten (10) Run & Walk
 Average Duration Operational:
 Bike - 3.5 hrs, Run/Walk - 3 hrs
 Approximate Participants:
 Bike - 2,000, Run/Walk - 1,000
 Approximate Time Spent Per Participant:
 Bike - 4 min, Run/Walk - 1 min

SPONSORSHIP DETAILS

BRANDING: Logo recognition on TheRideUW.org and on all participant t-shirts in addition to all promotional materials (i.e., participant packet, social media, etc)

ON-SITE ACTIVATION: Recognition for providing aid and ability to fully brand rest stop with company marks, staff and/or products*

ENGAGEMENT: Opportunity to distribute promotional materials to educate participants on sponsor mission and/or products

LEAD GENERATION: Ability to gain leads through strategic measures (i.e., register-to-win contest)

PARTICIPATION: Ability to provide complimentary registrations to employees for active involvement

**Opportunity to select rest stop you wish to sponsor, pending availability*

CONTRIBUTION MINIMUMS:
BIKE - \$2,500 RUN/WALK - \$1,000

HELP WRITE THE STORY THAT ENDS CANCER

EXPO SPONSORSHIP

An **EXPO SPONSORSHIP** provides sponsors an active presence within the post-ride celebration throughout an entire afternoon of fun, including the ability to promote products and/or services in front of thousands of individuals passionate on the mission to end cancer at the University of Wisconsin.



SPONSORSHIP DETAILS

ON-SITE ACTIVATION: Ability to fully brand your designated space within the expo with company marks, staff and/or products

PROMOTION: Presence on Expo Map provided to all participants in registration packet

ENGAGEMENT: Opportunity to distribute promotional materials to educate participants on sponsor mission and/or products throughout afternoon

LEAD GENERATION: Ability to gain leads through strategic measures (i.e., register-to-win contest)

PARTICIPATION: Ability to provide complimentary registration to The Ride to employees

CONTRIBUTION MINIMUM: \$3,500



HELP WRITE THE STORY THAT ENDS CANCER

REGISTRANT BAG INSERT

A **REGISTRANT BAG INSERT** provides a partner the opportunity to disseminate materials and/or products to thousands of participants at The Ride. Inserts allow for corporate involvement in The Ride and its cancer mission while generating brand awareness, drive-to-retail incentives while adding value to The Ride participants.



SPONSORSHIP DETAILS

BRANDING & EXPOSURE: Opportunity to distribute promotional materials to educate participants on sponsor mission and/or products

PARTICIPATION: Ability to provide complimentary registrations to employees for active involvement

CONTRIBUTION MINIMUM: \$500

HELP WRITE THE STORY THAT ENDS CANCER DONOR MATCH PARTNERSHIP

The Ride is a year-long fundraising campaign which aims to improve cancer patient outcomes at the University of Wisconsin. Organizations are able to receive recognition from thousands of Ride participants and active fundraisers by pledging to match donations received at a predetermined amount during a predetermined time.

A **DONOR MATCH PARTNERSHIP** provides an organization the ability to contribute financially to the UW cancer mission while also receiving viral exposure from participants as they share your donation match with prospective donors. Prospective partners will work with The Ride staff to create a strategic plan surrounding their donation match.



SPONSORSHIP DETAILS

CONTRIBUTION: Recognition for providing fundraising initiative match to all participants*

EXPOSURE: Recognition on TheRideUW.org in addition to all other promotional materials (ie., press release, email campaign, social media, etc)

ON-SITE PARTICIPATION: Ability to participate in The Ride program highlighting financial contribution during sponsor's donation event in the form of a formalized check presentation.

PARTICIPATION: Ability to provide complimentary registrations to employees for active involvement

**Opportunity to select fundraising time frame, duration and maximum contribution match*

CONTRIBUTION: CONTACT US

HELP WRITE THE STORY THAT ENDS CANCER PARTICIPATION - WALK, RUN, BIKE

Whether or not corporations fulfill a sponsorship role in The Ride, all organizations are encouraged to partake in the mission by endorsing The Ride to their employees as an active way to contribute to the cancer mission at the University of Wisconsin. Each corporation has the ability to structure their team by subsidizing a percentage of the registration fee for its participating employees or by deferring the registration cost to its participating members. Regardless, corporate team involvement in the Peloton Program showcases your organization's involvement in accelerating cancer research and patient treatment at the University of Wisconsin.

A corporate **PELTON TEAM** provides an organization the ability to promote corporate wellness, comradery and employee philanthropy while also impacting the future outcome of cancer patients at the University of Wisconsin. Participating team members are able to select one of the many walk, run and bike route distances at The Ride in Madison, Wisconsin or by participating worldwide as a Global Participant.



PELTON PROGRAM

OVERVIEW: The Peloton Program is for participants partaking in The Ride alongside their colleagues or with the intent to represent their employer.

OPTION 1 - EMPLOYEE DRIVEN INVOLVEMENT: Individuals interested in The Ride as well as engaging colleagues to join can do so by creating a new corporate Peloton Team and registering themselves. They then will have a team registration link to provide colleagues.*

OPTION 2 - EMPLOYER DRIVEN INVOLVEMENT: Companies interested in formalizing a team can do so by creating a new corporate Peloton Team and promoting the team registration link internally at their business. Employers also have the option to defer registration costs onto their participating members or by subsidizing any portion of the cost.

*Further details at TheRideUW.org



PARTICIPATING PELOTON TEAMS



HELP WRITE THE STORY THAT ENDS CANCER PARTICIPATION - VOLUNTEER

Whether or not corporations fulfill a sponsorship role in The Ride, all organizations are encouraged to partake in the mission by endorsing volunteer opportunities at The Ride to their employees as an active way to contribute to the cancer mission at the University of Wisconsin. Whether or not employees volunteer as individuals or collectively as a group, their role in The Ride is critical to the success of the event and its goal in accelerating cancer research and patient treatment at the University of Wisconsin.

A **VOLUNTEER** initiative promoted by organizations to its employees is vital to the success of The Ride and the UW cancer mission. In addition, volunteer involvement provides opportunities for the participating organization to gain exposure for its contribution in various volunteer areas which may allow for a branded presence.



VOLUNTEER NEEDS

Rest Stops, Course Sweepers, Course Marshals, General Labor (setup/tear down), On-Site Registration, Gear Check Attendants, Merchandise Sales, Packet Pickup, Beverage Distribution, Kids' Expo, "I Ride For" Sign Distribution, Parking Attendants, Bike Corral, etc.



VOLUNTEER DETAILS

OVERVIEW: The Ride relies on volunteers to help support its participants in various ways.

OPTION 1 - EMPLOYEE INDIVIDUAL INVOLVEMENT: Companies willing to promote volunteer opportunities to their employees can do so and direct them to TheRideUW.org where they can register individually for an opportunity that interests them.*

OPTION 2 - EMPLOYEE GROUP INVOLVEMENT: Companies interested in forming a volunteer team can do so while working with The Ride to identify an opportunity for the team to manage.*

*Further details at TheRideUW.org



GET INVOLVED

Contact us to learn more on how you can
HELP WRITE THE STORY THAT ENDS CANCER

With the help of many marketing experts and the support of the UW System, The Ride has a robust marketing and brand strategy which has produced 20% growth in annual participant and fundraising totals. Our team will work with you to ensure we collectively achieve our goals through the use of our traditional media and digital marketing tactics.

for more information, please contact

DERIC WHEELER
The Ride Director & Co-Founder

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Wisconsin Institute for Medical Research, 3159
Madison, WI 53705
dwheeler@wisc.edu
TheRideUW.org



SEPTEMBER 26, 2021
MADISON, WI

TheRideUW.org