



LIVESTRONG® CHALLENGE

10.21.2018 AUSTIN, TEXAS



HONOR THE FIGHT

The **LIVESTRONG** Challenge exists to honor the lives of survivors, encourage those who are in the fight, and celebrate the memories of those we have lost. Come ride with us today!

WHEN: Sunday, October 21, 2018

- 7:30 AM: Rides start
- 8:15 AM: Fun Run starts
- 9:30 AM: Hospitality tent, Massage, Vendors, Kids Zone and Entertainment activities start
- 9:30 AM: Beer Garden opens
- 8 AM-4 PM Finisher Village hours

WHERE: Palmer Events Center
900 Barton Springs Road Austin, TX 78704

WHO: 2,000 participants - men, women, and children from across the country and of all ages & fitness levels are welcome to participate!

WHY SPONSOR?:

1. Increase your brand awareness
2. Facilitate direct communication with your customers
3. Engage your employees
4. Support **LIVESTRONG**'s critical mission



Become a **LIVESTRONG**
Sponsor today!

Email us directly at:
TeamLivestrong@livestrong.org

Or learn more online at:
<http://www.livestrongchallenge.org/sponsors>



2018 **Exclusive** Sponsorship Opportunities

Presenting Sponsor

\$50,000

Online benefits:

- Logo, copy & link on Event and **LIVESTRONG** websites & update/post-event emails & survey
- Custom blog post and 3 social media posts

On-site benefits:

- Logo on promotional poster & media
- Logo on cycling jerseys, participant & staff/volunteer shirts, race bibs, start/finish truss, pocket cue sheet, and 6 banners
- 20x20 booth at the Finisher's Village
- 4 on-site announcements
- 6 **LIVESTRONG** Challenge Ride entries + 15 **LIVESTRONG** Honor 5K/10K entries (9/23/18) + 6 annual Donor Appreciation Dinner seats



Elite Sponsor

\$25,000

Online benefits:

- Logo & link on Event and **LIVESTRONG** websites & update emails & post-event survey
- 2 social media posts

On-site benefits:

- Logo on promotional poster & media
- Logo on cycling jerseys, participant & staff/volunteer shirts, race bibs, pocket cue sheets, 4 banners
- 10x10 booth at the Finisher's Village
- 3 on-site announcements
- 4 **LIVESTRONG** Challenge Ride entries + 10 **LIVESTRONG** Honor 5K/10K entries (9/23/18) + 4 annual Donor Appreciation Dinner seats



2018 Sponsorship Opportunities

Official Sponsor

\$10,000

Online benefits:

- Logo & link on Event and LIVESTRONG websites & update emails
- 1 social media post

On-site benefits:

- Logo on promotional poster & media
- Logo on participant & staff/volunteer shirts, race bibs, 2 banners
- 10x10 booth at the Finisher's Village
- 2 on-site announcements
- 4 LIVESTRONG Challenge Ride entries + 5 LIVESTRONG Honor 5K/10K entries (9/23/18) + 4 annual Donor Appreciation Dinner seats



Supporting Sponsor

\$5,000

Online benefits:

- Logo & link on Event and LIVESTRONG websites & update emails

On-site benefits:

- Logo on promotional poster
- Logo on participant & staff/volunteer shirts, 2 banners
- 10x10 booth at the Finisher's Village
- 2 on-site announcements
- 2 LIVESTRONG Challenge Ride entries + 2 annual Donor Appreciation Dinner seats

