



SPONSORSHIP OPPORTUNITIES



PA Hope Ride Against Cancer

Sunday, May 17, 2026

www.pahoperide.org

Marietta, PA

Emily Eckert / Sr. Development Manager
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DETERMINATION

What is the PA Hope Ride Against Cancer?

The PA Hope Ride Against Cancer is a single-day endurance event for the American Cancer Society held in South Central PA. Fueled with hope and powered by love, cyclists from the local community and beyond come together to raise funds to benefit the American Cancer Society's overall mission and the Philadelphia Hope Lodge. Fifty percent of funds raised will support the AstraZeneca Hope Lodge located in Cheltenham, PA that provides free lodging for cancer patients and their caregiver who live 40 miles away as they receive treatment in the Philadelphia area. Our cyclists will bike anywhere from 7.5 up to 100 miles around Lancaster County. Over the thirteen years, the event has raised more than \$1.4 million to help support the lifesaving mission of the American Cancer Society.

What is DetermiNation?

DetermiNation is the American Cancer Society's event endurance program, spanning a variety of sports including cycling, running, hiking, yoga, and more. The collective efforts of the dedicated athletes who use their fortitude to help raise funds to take down cancer are nothing short of amazing.

Together with our sponsors, we tackle every course, rally every community, and stay absolutely relentless in the fight against cancer.

Become a PA Hope Ride sponsor.

- By becoming a PA Hope Ride/DetermiNation sponsor, you help reduce the burden of cancer on our community. More than 1.8 million people are expected to be newly diagnosed with cancer, and more than 611,700 are expected to die from the disease this year alone.
- You provide a quality team-building experience and a medium for philanthropy. Through your support as a dedicated partner in saving lives from cancer, community members will see your company's commitment to the well-being of your customers and employees.
- Your connection to the American Cancer Society can generate a more positive corporate image, improve customer loyalty, and increase sales potential. We continue to be the leading, trusted source for cancer information, with nearly 96% percent aided brand awareness among consumers.*

**American Cancer Society Market Research: 2023 Brand Tracker*

Who will see your brand?

Our ride hosts 100+ riders, 50+ volunteers, as well as family & friends of riders. The majority of our riders come from Pennsylvania with large groups from the greater Lehigh Valley and Lancaster area.



OUR MISSION

The American Cancer Society is working to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Your sponsorship saves lives.



GROUNDBREAKING RESEARCH

- Largest private, nonprofit funder of cancer research
- Contributed to a 33% decline in the cancer death rate since 1991
- Funding cutting-edge researchers early in their careers
- Have funded 50 Nobel Prize recipients



ANSWERS AND SUPPORT

- Free rides to chemo
- Free places to stay near hospitals
- Live 24/7 helpline
- So much more!



CANCER PREVENTION AND EARLY DETECTION

- Helping people avoid tobacco, achieve and maintain a healthy weight
- Educating people about cancer screenings that are appropriate for them
- Advocating for local, state, and federal policies that help everyone get and stay healthy



PUBLIC POLICY

- Working with lawmakers to make the world a healthier place to live, through our nonpartisan advocacy affiliate, the American Cancer Society Cancer Action NetworkSM (ACS CAN)
- Rallying communities around the globe to support our cause



WE NEED YOUR HELP.

Through your sponsorship, you could help fund the next big cancer research breakthrough, provide information and support for people facing the disease, and help educate your community about cancer's causes and ways to prevent it.

SPONSORSHIP OPPORTUNITIES

BENEFITS	PRESENTING \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	HOPE \$500
	(Exclusive)	(2 available)	(4 available)	(multiple)	(multiple)	(multiple)
Co-branding on event materials	✓					
Company logo on event jersey	✓					
Opportunity to appoint representative to sit on ride committee	✓					
Opportunity to have representative speak at Start Line Ceremony	✓					
Opportunity for ACS approved company ad on social media	✓	✓				
Opportunity to provide a promotional item to riders	✓	✓	✓			
Opportunity to provide a promotional flyer for rider packet	✓	✓	✓	✓		
Complimentary rider registration	10	8	6	4	2	
Verbal recognition at Start Line Ceremony	✓	✓	✓	✓	✓	
Opportunity to host rest station with company volunteers	✓	✓	✓	✓	✓	
Company logo/name included in post-event communication	Logo	Logo	Logo	Name	Name	
Logo/name displayed on event signage	✓	✓	✓	✓	✓	✓
Company logo on event website	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓

Note: additional custom opportunities available - see page 5

Sponsorship deadline: April 15, 2026



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR | \$10,000 (SOLD)

CO-BRANDING

- Company logo on event materials (when and where appropriate)
- Company logo displayed on event day signage & banner
- Company logo included on event jersey

EVENT COLLABORATION

- Opportunity to appoint a representative to sit on the event planning committee
- Complimentary rider registration for up to 10 cyclists (\$500 value)
- Opportunity for a company representative to speak at the event Start Line Ceremony
- Involvement and recognition in day-of event activities

CYCLIST OUTREACH

- Opportunity to provide a promotional flyer to be included in a rider packet shared with cyclists
- Opportunity to provide a promotional item to participants
- Opportunity to host a rest station with company volunteers along the route
- Logo on post event communications

PRINT & DIGITAL EXPOSURE

- Company logo on event marketing collateral
- Recognition on event social media
- Opportunity to share a company graphic or video on event social media (ACS to pre-approve)
- Company logo displayed on the event website



PLATINUM SPONSOR | \$7,500

CYCLIST OUTREACH

- Opportunity to provide a promotional flyer and item included in a rider packet
- Complimentary rider registration up to 8 cyclists (\$400 value)
- Opportunity to host a rest station with company volunteers along the route
- Logo on post event communications

EVENT EXPOSURE

- Verbal recognition at the event Start Line Ceremony
- Company logo displayed on event day signage
- Opportunity to provide a promotional item to participants

DIGITAL RECOGNITION

- Recognition on event social media
- Opportunity to share a company graphic or video on event social media (ACS to pre-approve)
- Company logo displayed on the event website



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR | \$5,000

CYCLIST OUTREACH

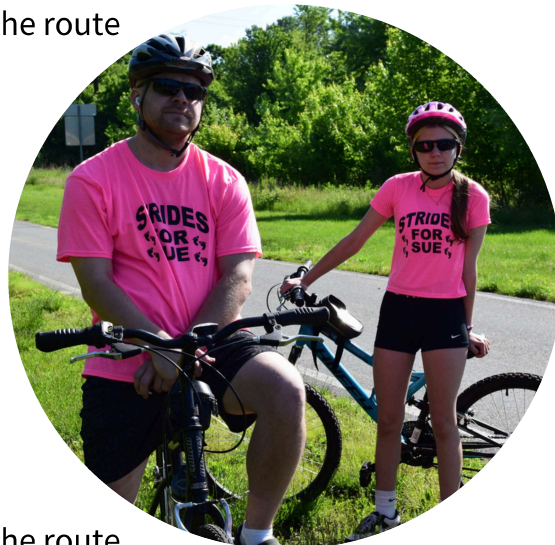
- Opportunity to provide a promotional flyer to be included in a rider packet shared with cyclists
- Complimentary rider registration up to 6 cyclists (\$300 value)
- Opportunity to host a rest station with company volunteers along the route
- Logo on post event communications

EVENT EXPOSURE

- Verbal recognition at the event Start Line Ceremony
- Company logo displayed on event day signage
- Opportunity to provide a promotional item to participants

DIGITAL RECOGNITION

- Recognition on event social media
- Company logo displayed on the event website



SILVER SPONSOR | \$2,500

CYCLIST OUTREACH

- Opportunity to host a rest station with company volunteers along the route
- Complimentary rider registration up to 4 cyclists (\$200 value)
- Company name on post event communications

EVENT EXPOSURE

- Verbal recognition at the event Start Line Ceremony
- Company logo displayed on event day signage

DIGITAL EXPOSURE

- Recognition on event social media
- Company logo displayed on the event website

BRONZE SPONSOR | \$1,000

CYCLIST OUTREACH

- Opportunity to host a rest station with company volunteers along the route
- Complimentary rider registration up to 2 cyclists (\$100 value)
- Company name on post event communications

EVENT EXPOSURE

- Verbal recognition at the event Start Line Ceremony
- Company logo displayed on event day signage

DIGITAL EXPOSURE

- Recognition on event social media
- Company logo displayed on the event website

HOPE SPONSOR | \$500

- Sponsors may choose to support a specific rider/team or the event
- Company logo or donor name displayed on event website
- Recognition on event social media
- Company logo/donor name displayed among Hope Sponsors on event signage



CUSTOM SPONSORSHIP OPPORTUNITIES



MISSION SPONSOR | \$3,000 (1 available)

- Includes all Silver level deliverables
- Company name on social media mission moment posts
- Company logo included in post event communications

SAG VEHICLE SPONSOR | \$2,000 (2 available)

- Includes all Bronze level deliverables
- A magnetic sign with company logo on each SAG (Support & Gear) vehicle traveling rider routes



BLUE CHAIR SPONSOR | \$1,500 (1 available)

- Includes all Bronze level deliverables
- Company logo featured on a sign displayed by chair at highly visible event location.

EVENT SHIRT SPONSOR | \$2,000 (2 available)

- Includes all Bronze level deliverables
- Company logo on event shirt





PA Hope Ride Against Cancer

SPONSORSHIP COMMITMENT FORM



Business Name _____

Business Street Address: _____

Business City/State/Zip: _____

Business Website: _____

Contact: _____

Email: _____

Phone/Fax: _____

Yes, my organization would like to sponsor the PA Hope Ride Against Cancer at the following level:

- | | |
|--|--|
| <input type="checkbox"/> Presenting (\$10,000) | <input type="checkbox"/> Hope (\$500) |
| <input type="checkbox"/> Platinum (\$7,500) | <input type="checkbox"/> Mission (\$3,000) |
| <input type="checkbox"/> Gold (\$5,000) | <input type="checkbox"/> SAG Vehicle (\$2,000) |
| <input type="checkbox"/> Silver (\$2,500) | <input type="checkbox"/> Blue Chair (\$1,500) |
| <input type="checkbox"/> Bronze (\$1,000) | <input type="checkbox"/> Event Shirt (\$2,000) |

Signature of Responsible Party: _____

- Please find my check in the amount of \$_____ enclosed, payable to the American Cancer Society.
- To pay online, please click the link or scan the QR Code [PA Hope Ride Sponsorship Payment](#)



Please send completed form and high-resolution logo file to: emily.eckert@cancer.org

Mail forms and payments to:
 American Cancer Society
 ATTN: PA Hope Ride, ZFHEJH
 PO Box 862
 Carnegie, PA 15106

*Thank you for supporting the PA Hope Ride Against Cancer.
 Together, we are stronger than cancer!*

Sponsorship deadline: April 15, 2026

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.

Kids Mini Mile



DETERMINATION

Sponsorship Levels & Benefits

DETERMINATION

Sunday, May 17, 2026

The Kids Mini Mile is presented by the PA Hope Ride Against Cancer. This cycling event is for riders ages 12 and under and raises both funds and awareness for the ACS mission to end cancer as we know it, for everyone. The flat, 1-mile route is a closed course that stretches along the Donegal Insurance Group's property with rest/water stops along the way.

Presenting Sponsor – \$5,000

- Exclusive opportunity at the Kids Mini Mile
- Ten (10) complimentary ride entries
- Opportunity to provide company promotional item to participants
- Co-branded track signs at event (2)
- Logo recognition on PA Hope Ride event website and social media
- Opportunity to have company staff member welcome and thank participants before ride

Kid Zone Sponsor – \$2,500

- Five (5) complimentary ride entries
- Opportunity to provide company promotional item to participants
- Co-branded track sign at event
- Logo recognition on PA Hope Ride event website and social media

Start Line Sponsor – \$1,000

- Three (3) complimentary ride entries
- Opportunity to have company staff member act as official starter of ride
- Co-branded track sign at event
- Logo recognition on PA Hope Ride event website and social media

Cape Sponsor – \$1,500

- Co-branded track sign at event
- Logo on event cape for riders (commitment by 4/1)
- Logo recognition on PA Hope Ride event website and social media

Rest Stop Sponsor – \$500

- Co-branded track sign at event
- Logo recognition on PA Hope Ride event website and social media

PA Hope Ride Against Cancer

2026 Kids Mini Mile Sponsorship Commitment Form



Business name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Contact name: _____
Telephone number (business): _____ Email: _____
Web address: _____ Social Media Handle: _____

Commitment Level

- \$5,000 – Presenting
- \$1,000 – Start Line
- \$500 – Rest Stop
- \$2,500 – Kid Zone
- \$1,500 – Cape
- \$Other _____

To receive all of the benefits, commitment is due by April 10, 2026. All others dependent on when commitment is received.

Method of Payment

- Enclosed is my sponsorship check (made payable to American Cancer Society) in the amount of \$_____
- Pay by credit card, click the link or scan the QR Code [Kids Mini Mile Sponsorship Payment](#)
- Please send invoice to: _____



We are unable to be a designated Mini Mile sponsor this year, but enclosed is our donation of \$_____

Sponsor Signature: _____ Date: _____

(Please sign and retain a copy for your records.)

Please email PNG or JPG logo to Emily.Eckert@cancer.org by **April 15, 2026** (exclusion of Cape Sponsor with deadline of 4/11/26) to ensure high-quality printing. Submitting a low-resolution logo may require signage to be printed in text to maintain quality.

Questions? Reach out to ACS Staff, Emily Eckert at Emily.Eckert@cancer.org.

For checks, please return submit payment to the address below:

American Cancer Society
PO Box 862, Carnegie, PA 15106
Attention: PA Hope Ride Against Cancer, Kids Mini Mile
(SK:ZFHEJH)

Name of team or individual to be credited with this Sponsorship:

Not Applicable

Cancer.org | 1.800.227.2345

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us at cancer.org and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.



**FARTHER. FASTER.
STRONGER TOGETHER.**

Join the Determination team and help us
fight through to fight cancer.



DETERMINATION

cancer.org/Determination | 1.800.227.2345



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