

# LIFEcycle's Major Initiatives

Your partnership with LIFEcycle, Inc. for 2012 will support LIFEcycle's general operations, which primarily consist of the following programs and events. It is through these initiatives, in combination with social media, the annual Yearbook and LIFEcycle's website that your generous support will be expressed to the community.

## Team LIFEcycle (TLc)

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This multisport team consists of recreational athletes who train for and participate in athletic events to increase or maintain their personal activity level while advancing LIFEcycle's mission and promoting the organization and its sponsors in a fun and engaging way

Team membership for 2012 is expected to consist of approximately 20 people who will participate in an average of three events during the season. Several of these events will have more than 5,000 participants, with thousands more spectating.

## Until There is a Cure (UTIAC)

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A benefit concert featuring local and regional musicians, UTIAC is a celebration of LIFEcycle's mission. With attendance expected to exceed 300 people, this is a prime venue to share your support with a large group of actively engaged individuals.

Held each spring, UTIAC will kick off fundraising for the fourth annual Ride 'Round Rhody bike-a-thon. In addition to being entertained by the talented musicians who donate their time, attendees will have the opportunity to participate in a raffle/auction and have some fun as they try to win great prizes while supporting the cause.

## Ride 'Round Rhody (RRR)

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The annual bike-a-thon is LIFEcycle's signature event. Attracting cyclists and volunteers from throughout the northeast, the one-day ride takes participants along some of Rhode Island's most scenic routes. Riders can select a 25-, 50- or 75-mile challenge and are asked to raise funds in support of local cancer treatment in conjunction with their participation in the event.

In its first three years, RRR has hosted more than 200 cyclists, plus scores of volunteers and spectators. This year, we expect more than 200 total participants who will reach out to 1,000 donors.

The funds raised by RRR are granted to local hospitals to be used for cancer treatment. The grants are issued to support underfunded areas of treatment or to provide equipment and services that would not otherwise be available to local patients.



# LIFECycle 2012 Partnership Opportunities

All sponsorships include recognition with LIFECycle's major initiatives: Team LIFECycle (TLc), Until There is a Cure (UTIAC) and Ride 'Round Rhody (RRR)

## Presenting Partner: \$10,000

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*Limited availability: Only one offered*

- Platinum Partner benefits, with these enhancements
- Exclusivity, with right of first refusal for following year
- Logo placement on RRR cycling jersey (front)
- Logo placement on promo gift given to all RRR cyclists and volunteers
- Logo placement on registration materials
- Promotions/advertisements can be included in LIFECycle e-news
- Inclusion in Ride 'Round Rhody grant award check presentation ceremonies
- Full page ad in LIFECycle yearbook, inside cover
- 10 total Ride 'Round Rhody entries
- 10 total tickets to Until There is a Cure

## Platinum Partner: \$5,000

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*Limited availability: Only two offered*

- Gold Partner benefits, with these enhancements
- Logo placement on full color RRR cycling jersey (sleeve)
- Logo placement on additional TLc apparel item
- Company listing, w/link, on each page of the LIFECycle website, "Stay Linked" box
- Half page logo/ad placement in LIFECycle Yearbook
- Monthly announcements/promotions on social media (LIFECycle's Facebook page and Twitter Feed)
- Opportunity to have dedicated resource booth at Ride 'Round Rhody
- 6 total Ride 'Round Rhody entries
- 6 total tickets to Until There is a Cure
- Opportunity to publicly address attendees at RRR and the UTIAC benefit concert

## Gold Partner: \$2,500

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- Silver Partner benefits, with these enhancements
- Logo placement on full color RRR cycling jersey (back)
- Quarter page logo/ad placement in LIFECycle Yearbook
- Periodic announcements/promotions on social media (LIFECycle's Facebook page and Twitter Feed)
- Logo placement, w/ link in quarterly e-news and periodic email blasts for remainder of calendar year
- 4 total Ride 'Round Rhody entries
- 4 total tickets to Until There is a Cure
- Opportunity to publicly address attendees at the UTIAC benefit concert

## Silver Partner: \$1,000

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- Bronze Partner benefits, with these enhancements
- Logo placement, w/link, on website, sponsor page
- Company listing, w/link, in quarterly e-news and monthly email blasts to RRR participants
- Logo/name inclusion on signage for UTIAC benefit concert
- 2 Ride 'Round Rhody entries
- 2 tickets to Until There is a Cure

## Bronze Partner: \$500

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- Logo placement/name listing on TLc t-shirt, UTIAC signage and RRR t-shirt
- Logo placement/name listing on an individual sign along the RRR route
- Opportunity to provide promotional/informational items to attendees at all LIFECycle events
- Company listing/link on website; 2011 sponsor page
- Company listing in LIFECycle's 2011 Yearbook

## Notes:

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*Art Inclusion: In order to be included in the associated apparel, signage and promotional items for each of these events, LIFECycle must have confirmed the necessary artwork is on file and have received payment or a signed pledge before the deadline for artwork for each opportunity - UTIAC: 2/10/12; RRR + TLc: 6/13/12*

*In-kind sponsorships, such as product donations for LIFECycle's use, cross-promotions, raffle or auction item donations, or hosting special events to benefit LIFECycle, are welcome and are arranged on a case-by-case basis.*

*The cash value of sponsorships is \$75/RRR entry + \$10/UTIAC ticket*