



2025 Sponsorship Opportunities & Benefits

Presenting

\$250,000+

- Top billing in all PTC promotion
 - Logo on main printed signage
 - Mention in all press releases
 - Exclusive media opportunity
 - Speaking opportunity at Inspirational Program
-
- 25 exclusive 10'x3' banners with logo in Ride Village
 - 6 Social Media mentions
-
- 50 complimentary Taste the Cause & Inspirational Program tickets

...PLUS all previous level benefits!

Champion

\$75,000+

- Premiere naming opportunity*
 - Exclusive tent in Ride Village
 - 30-second video played on Monster Digital Screen Event Weekend
-
- 5 exclusive 10'x3' banners with logo in Ride Village
 - 3 Social Media mentions
 - 2 seats at the Podium Dinner
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- 40 complimentary Taste the Cause & Inspirational Program tickets

...PLUS all previous level benefits!

Lead

\$50,000+

- High visibility naming opportunity*
 - Speaking Opportunity at PTC event
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- Pedal Researcher on-site presentation
 - 4 exclusive 10'x3' banners with logo in Ride Village
 - 2 Social Media mentions
-
- 30 complimentary Taste the Cause & Inspirational Program tickets

...PLUS all previous level benefits!

Signature

\$35,000+

- Logo on official PTC Jersey
 - Logo on Volunteer & Kids Challenge shirts
 - Logo on Main Entrance Truss
 - 3 exclusive 10'x3' banners with logo in Ride Village
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- 1 Social Media mention
-
- 20 complimentary Taste the Cause & Inspirational Program tickets

...PLUS all previous level benefits!

Contributing

\$25,000+

- Distinctive naming opportunity*
 - Logo on Start/Finish Digital Loop
 - 2 exclusive 10'x3' banners with logo in Ride Village
 - Naming opportunity, as available*
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- 10 complimentary Taste the Cause & Inspirational Program tickets

...PLUS all previous level benefits!



**Naming opportunities available on a first come, first served basis.*

Peloton

\$15,000+

- Logo on Monster Digital Screen Loop
 - Logo on Main Stage Digital Loop
 - Logo on PTC website
 - Logo in Annual Report
 - Opportunity for item in 3,500 Rider Bags
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- 6 complimentary Taste the Cause & Inspirational Program tickets

PEDAL THE CAUSE SPONSORSHIP OPPORTUNITIES

		PRESENTING (\$250,000+)	CHAMPION (\$75,000+)	LEAD (\$50,000+)	SIGNATURE (\$35,000+)	CONTRIBUTING (\$25,000+)	PELOTON (\$15,000+)	PEDAL PARTNER (\$5,000+)
GENERAL BENEFITS	Custom sponsorship promotion to meet your organization's needs	•	•	•	•	•	•	•
	Rights to use Pedal the Cause and Siteman Cancer Center logos	•	•	•	•	•	•	•
	Taste the Cause tickets	50	40	30	20	10	6	2
	Top Fundraiser Celebration & Impact Bash tickets	10	10	10	10	6	4	2
	Invitation for 2 to exclusive tours of Pedal-funded Researcher labs	•	•	•	•	•	•	
	Invitation for 2 the Ride for a Child event	•	•	•	•	•		
	Exclusive Podium Dinner invitations	4	2					
EVENT & GIVEAWAYS	Logo on PTC jersey	•	•	•	•	•		
	Logo on PTC Volunteer and Kids Challenge t-shirt	•	•	•	•	•		
	Exclusive naming opportunity, as available	•	•	•	•	•		
	Sponsor shout out from startline by announcer	•	•	•	•	•		
	Opportunity for product placement in 3,500 rider bags	•	•	•	•	•	•	
	Group volunteer opportunity at Event Weekend	•	•	•	•	•	•	•
ONSITE SIGNAGE	Logo on Start/Finish truss	•	•					
	Opportunity for sponsor-provided :30 video to play on Monster digital screen*	•	•					
	Logo on Main Entrance truss	•	•	•	•	•		
	Logo on Welcome truss	•	•	•	•	•		
	Logo on Mainstage digital screen loop	•	•	•	•	•	•	
	Logo on Monster digital screen loop	•	•	•	•	•	•	•
	10' x 3' dedicated banners with logo in Ride Village	25	5	4	3	2		
		•	•	•	•	•	•	•
WEB & SOCIAL MEDIA	Featured in a monthly e-newsletter	•	•					
	Social media posts on PTC Facebook, Twitter, Instagram and/or LinkedIn	6	3	2	1			
	Logo on sponsor page of PTC website for one year	•	•	•	•	•	•	•
	Logo in digital Annual Report	•	•	•	•	•	•	•
PRINT	Logo on promotional posters and postcards	•						
	Logo as part of event map in event brochure and in sponsor tree	•	•	•	•	•		
MEDIA & OTHER OPPS	Recognition in PTC paid media	•						
	Interview opportunities with PTC media partners	•	•					
	Exclusive tent in Ride Village to host employees and guests	•	•					
	Speaking opportunity during PTC weekend or at lead-up events	•	•	•				
	Opportunity for a sponsor-provided tent and activation at a Training Ride	•	•	•	•	•	•	
	Cancer Researcher speaker opportunity at your company	•	•	•				