



2026 Sponsorship Opportunities & Benefits

Presenting

\$250,000+

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

PLUS all previous level benefits!

Visionary NEW

\$150,000+

- Premiere naming opportunity*
 - Opportunity to be part of an interview with PTC media partners
 - Customized opportunity to deepen connection with our mission and beneficiaries
-
- 5 exclusive 10'x3' banners with logo in Ride Village
 - 4 Social Media mentions
-
- 50 complimentary Taste the Cause & Inspirational Program tickets
 - 4 Exclusive Podium Dinner Invitations

PLUS all previous level benefits!

Champion

\$75,000+

- Top-tier naming opportunity*
 - Exclusive team tent in Ride Village
 - Start line interview during Event Weekend
 - Logo on Start/Finish truss
 - Inclusion in premier sponsor video played on main stage screens
-
- 4 exclusive 10'x3' banners with logo in Ride Village
 - 3 Social Media mentions
 - Featured in monthly e-newsletter
-
- 40 complimentary Taste the Cause & Inspirational Program tickets
 - 2 Exclusive Podium Dinner Invitations

PLUS all previous level benefits!

Lead

\$50,000+

- High visibility naming opportunity*
-
- 3 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+

- Exclusive naming opportunity*
 - Logo on official PTC Jersey
 - Logo on Main Entrance truss
 - 2 dedicate 10'x3' banners with logo in Ride Village
-
- Pedal Researcher virtual speaker opportunity
 - 1 Social Media mention
-
- 20 complimentary Taste the Cause & Inspirational Program tickets
 - 10 Top Fundraiser Celebration & Impact Bash tickets

PLUS all previous level benefits!

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

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

Contributing

\$25,000+

- Exclusive naming opportunity*
 - Logo on Volunteer & Kids Challenge shirts
 - Logo on Welcome truss
 - Logo on printed Event Brochure
-
- 1 exclusive 10'x3' banners with logo in Ride Village
 - Sponsor shout out from start line
 - Exclusive naming opportunity, as available*
-
- 10 complimentary Taste the Cause & Inspirational Program tickets
 - 6 Top Fundraiser Celebration & Impact Bash tickets
 - Invitation for 2 to the Ride for a Child Event

PLUS all previous level benefits!

Peloton

\$15,000+

- Logo on Main Stage digital loop
 - Logo on PTC website
 - Logo in Annual Report
 - Opportunity for item in 3,000 Rider Bags
 - Opportunity for sponsor-provided tent in Pedal Partner Alley, as available*
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- 6 complimentary Taste the Cause & Inspirational Program tickets
 - 4 Top Fundraiser Celebration & Impact Bash tickets
 - Invitation for 2 to exclusive tours of Pedal-funded research labs

PLUS all previous level benefits!

Pedal Partner

\$5,000+

- Logo on Monster Digital Monolith Screen loop
 - Logo on Main Sponsor Recognition Sign
 - Logo on PTC website
 - Logo in Annual Report
-
- Group volunteer opportunity at Event Weekend
-
- 4 complimentary Taste the Cause & Inspirational Program tickets
 - 2 Top Fundraiser Celebration & Impact Bash tickets

PEDAL THE CAUSE SPONSORSHIP OPPORTUNITIES

	PRESENTING (\$250,000+)	VISIONARY (\$150,000+)	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 & Inspirational Program tickets	60	50	40	30	20	10	6
	Top Fundraiser Celebration & Impact Bash tickets	10	10	10	10	10	6	4
	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	4	2				
EVENT PERKS & GIVEAWAYS	Exclusive team tent in Ride Village to host your team, employees and guests	•	•	•				
	Start line interview during PTC weekend	•	•	•				
	Logo on PTC Jersey	•	•	•	•	•		
	Logo on PTC Volunteer and Kids Challenge t-shirt	•	•	•	•	•	•	
	Exclusive naming opportunity, as available	•	•	•	•	•	•	
	Sponsor shout out from start line by announcer	•	•	•	•	•	•	
	Opportunity for product placement in 3,000 Rider Bags	•	•	•	•	•	•	•
	Opportunity for a sponsor-provided tent and activation in Pedal Partner Alley as available	•	•	•	•	•	•	•
Group volunteer opportunity at Event Weekend	•	•	•	•	•	•	•	
ONSITE SIGNAGE	Logo on Start/Finish Truss	•	•	•				
	Inclusion in Premier Sponsor Video played on Main Stage screens during prime times	•	•	•				
	Logo on Main Entrance Truss	•	•	•	•	•		
	Logo on Welcome Truss	•	•	•	•	•	•	
	Logo in Main Stage Screens digital loop	•	•	•	•	•	•	•
	Logo in Monster Digital Monolith Screen loop	•	•	•	•	•	•	•
	10' x 3' dedicated banners with logo in Ride Village	25	5	4	3	2	1	
Logo on Main Sponsor Recognition Sign	•	•	•	•	•	•	•	
WEB & SOCIAL MEDIA	Logo on static PTC website footer	•	•	•				
	Featured in a monthly e-newsletter	•	•	•				
	Social media mention on PTC Facebook, Instagram, X and/or LinkedIn	6	4	3	2	1		
	Logo on sponsor page of PTC website for one year (6/1/26 - 5/31/27)	•	•	•	•	•	•	•
	Logo in Annual Report	•	•	•	•	•	•	•
PRINT	Logo on promotional posters and postcards	•	•	•	•	•	•	•
	Logo printed in the Event Brochure	•	•	•	•	•	•	•
MEDIA & OTHER OPPS	Recognition in PTC paid media	•	•	•				
	Opportunity for inclusion in an interview with PTC media partners	•	•	•				
	Customized opportunity to deepen connection with our mission and beneficiaries	•	•	•				
	Cancer Researcher virtual speaker opportunity	•	•	•	•	•	•	•
	Opportunity for a sponsor-provided tent and activation at a Training Ride	•	•	•	•	•	•	•