



2025 Exclusive \$50,000 Sponsorships**

	MEDIA SPONSOR	FOOD TRUCK VILLAGE SPONSOR	SHIPPING & FULFILLMENT SPONSOR	REST STOPS SPONSOR	SUPPORT VEHICLE SPONSOR	SMILOW SALUTE SPONSOR
PRE-EVENT RECOGNITION						
Mention in select email communications	●	●	●	●	●	●
Social Media Post / Acknowledgement	●	●	●	●	●	●
Logo/name on CTF website	●	●	●	●	●	●
LIVE/VIRTUAL EVENT RECOGNITION*						
Logo featured on exclusive sponsor acknowledgement signage	●	●	●	●	●	●
Logo on Stage Signage and Virtual Ceremony	●	●	●	●	●	●
Stage mentions during Opening Ceremony	●	●	●	●	●	●
Logo on all sponsored route vehicles					●	
Logo on rest stop signage	●	●	●	●	●	●
Additional Onsite Benefits		Custom entrance arch	Logo on packaging	Custom rest stop signage	Vehicle decals	Custom arch & handhelds
EVENT APPAREL						
Logo placement on rider jersey	●	●	●	●	●	●
RIDE DAY EXHIBITOR SPACE*						
Onsite activation in sponsor zone	10X20 tent	10X20 tent	10X20 tent	10X20 tent	10X20 tent	10X20 tent
POST EVENT RECOGNITION						
Meet and greet breakfast with Dr. Winer and Smilow leadership. Date TBD	●	●	●	●	●	●
Acknowledgement in thank you e-mail	●	●	●	●	●	●
Invite to post-event thank you reception*	●	●	●	●	●	●
EMPLOYEE/REGISTRATION BENEFITS						
Rider Spots	5	5	5	5	5	5
Yale Bowl Festival Entry* (5 employees)	●	●	●	●	●	●

*Dependent on public health conditions. **Each listed opportunity is exclusive, 1 available per category.

LOGO DEADLINES:

Lawn Signs 5/1/25; Rider Jersey 6/1/25; Rider Bib 7/15/25; Onsite Signage 8/1/25; Stage Recognition 9/1/25; Ride Day Exhibitor Space: 8/1/25

For more information on sponsorship opportunities, please email Paige.Panda@ynhh.org

YaleNewHavenHealth
Smilow Cancer Hospital

Yale CANCER CENTER
A Comprehensive Cancer Center Designated by the National Cancer Institute