

Closer to Free Ride

2024
Exclusive \$35,000
Sponsorships**

	APP SPONSOR	BIB SPONSOR	REWARDS PROGRAM SPONSOR	HOSPITALITY SPONSOR	PRE-RIDE SPONSOR	BIKE TECH SPONSOR
PRE-EVENT RECOGNITION						
Event logo lock up with sponsor logo						
Logo on lawn signs						
Logo on email communications						
Mention in select email communications	●	●	●	●	●	●
Logo/name on CTF Ride app	●					
Dedicated CTF Ride App push notification	●	●	●	●	●	●
Logo/name on all Rewards program communications and website			●			
Social Media Post / Acknowledgement	●	●	●	●	●	●
Logo/name on CTF website	●	●	●	●	●	●
Opportunity for media interview						
LIVE/VIRTUAL EVENT RECOGNITION*						
Logo featured on exclusive sponsor acknowledgement signage	●	●	●	●	●	●
Logo on Stage Signage and Virtual Ceremony	●	●	●	●	●	●
Stage presence during Opening Ceremony						
Stage mentions during Opening Ceremony						
Logo on all sponsored route vehicles						
Logo on rest stop signage	●	●	●	●	●	●
EVENT APPAREL						
Logo on rider bib		●				
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	4	4	4	4	4	4
Yale Bowl Festival Entry* (5 employees)	●	●	●	●	●	●

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

LOGO DEADLINES:

Lawn Signs 5/1/24; Rider Jersey 6/1/24; Rider Bib 7/15/24; Onsite Signage 8/1/24; Stage Recognition 9/1/24; Ride Day Exhibitor Space: 8/1/24

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

YaleNewHavenHealth
 Smilow Cancer Hospital

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