



# 2024 Exclusive \$50,000 Sponsorships\*\*

	MEDIA SPONSOR	FOOD TRUCK VILLAGE SPONSOR	SHIPPING & FULFILLMENT SPONSOR	REST STOPS SPONSOR	SUPPORT VEHICLE SPONSOR	SMILOW SALUTE SPONSOR
<b>PRE-EVENT RECOGNITION</b>						
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						
<b>LIVE/VIRTUAL EVENT RECOGNITION*</b>						
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	●	●	●	●	●	●
Additional Onsite Benefits		Custom entrance arch	Logo on packaging	Custom rest stop signage	Vehicle decals	Custom arch & handhelds
<b>EVENT APPAREL</b>						
Logo on rider bib						
Logo placement on rider jersey	●	●	●	●	●	●
<b>RIDE DAY EXHIBITOR SPACE*</b>						
Onsite activation in sponsor zone	10X20 tent	10X20 tent	10X20 tent	10X20 tent	10X20 tent	10X20 tent
<b>POST EVENT RECOGNITION</b>						
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*	●	●	●	●	●	●
<b>EMPLOYEE/REGISTRATION BENEFITS</b>						
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 5/1/24; 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](mailto:RideCloserToFree@ynhh.org)

YaleNewHavenHealth  
Smilow Cancer Hospital

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