

# Closer to Free Ride

## 2024 Closer to Free Ride Sponsorship Levels

	PRESENTING \$200,000	PRESIDENTIAL \$100,000	DIAMOND \$50,000	ELITE \$35,000	PREMIER \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000
<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>								
Finish Line Signage	●	●						
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	●	●	●	●	●	●	●	
<b>EVENT APPAREL</b>								
Logo on rider bib	●							
Logo placement on rider jersey	●	●	●	●	●	●	●	
<b>RIDE DAY EXHIBITOR SPACE*</b>								
Onsite activation in sponsor zone	20X20 tent	20X20 tent	10X20 tent	10X20 tent	10X20 tent	10X10 tent	10X10 tent	1 table**
<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	25	15	5	4	2	2	1	1
Yale Bowl Festival Entry* (5 employees)	●	●	●	●	●	●	●	●

\*Dependent on public health conditions. \*\* 1 table in a shared activation space

**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 Designated  
by the National Cancer Institute