



# 2025 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 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	1	1	1
Yale Bowl Festival Entry* (5 employees)	•	•	•	•	•	•	•	•

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

LOGO DEADLINES:

Lawn Signs 5/1/25; 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 [rideclosertofree@ynhh.org](mailto:rideclosertofree@ynhh.org)

YaleNewHavenHealth  
Smilow Cancer Hospital

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