

# Closer to Free Ride

**2024**  
**Exclusive \$35,000**  
**Sponsorships\*\***

APP SPONSOR

BIB SPONSOR

REWARDS PROGRAM SPONSOR

HOSPITALITY SPONSOR

PRE-RIDE SPONSOR

BIKE TECH SPONSOR

ROUTE 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\*

Dedicated route signage (including Yale Bowl opening ceremony/staging signage)							•
Dedicated rest stop 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	•	•	•	•	•	•	•

## 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	10X20 tent
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## 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	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](mailto:RideCloserToFree@ynhh.org)

YaleNewHavenHealth  
 Smilow Cancer Hospital

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