

# VELOCITY

COLUMBIA'S RIDE TO END CANCER

Join us on Sunday, October 8, 2023 for Velocity: Columbia's Ride to End Cancer, a cycling event benefiting patients, physicians, and research at Columbia's Herbert Irving Comprehensive Cancer Center (HICCC). This year, we are excited to announce that the ride will take place in the scenic Hudson Valley, where participants will experience beautiful fall foliage and come together to end cancer. With your support, we will continue to drive pioneering research and provide patients and their loved ones with exceptional cancer care.

## Velocity

Participants can choose from three fully-supported routes at distances of 15k (9 miles), 50k (31 miles), and 100k (62 miles). For the first time ever, riders will gather as one united community for a powerful opening ceremony before embarking on their chosen route, and will end their journey at our newly designed, family-friendly Velocity Day Festival.

## One Goal

Velocity is about accelerating hope. 100% of participant fundraising will go directly to patient care and research at Columbia's Cancer Center. Each year, Columbia cancer researchers, [the Velocity Fellows](#), are selected to share seed funding raised from Velocity. The Velocity Fellows focus on research projects that support the advancement of cancer prevention, diagnosis, and treatment, improve the health and well-being of cancer survivors, and influence public health policy.

## Join Us

By supporting Velocity, sponsors will be on the frontlines of making a meaningful impact in the fight against cancer. Join us and share your company's commitment to cancer care and research, and the greater New York community.



COLUMBIA UNIVERSITY  
HERBERT IRVING COMPREHENSIVE  
CANCER CENTER

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Benefit	Lead Sponsor \$100,000	Silver Sponsor \$50,000	Yellow Sponsor \$25,000	Green Sponsor \$15,000	Blue Sponsor \$10,000	Sponsor \$5,000
Logo placement on the following items	<ul style="list-style-type: none"> <li>Digital Paid Media</li> <li>Dedicated Event Activation Signage</li> <li>Jersey &amp; T-Shirt*</li> <li>Sponsor Page</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated Event Activation Signage</li> <li>Jersey &amp; T-Shirt*</li> <li>Sponsor Page</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated Event Activation Signage</li> <li>Jersey &amp; T-Shirt*</li> <li>Sponsor Page</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated Event Activation Signage</li> <li>Jersey &amp; T-Shirt*</li> <li>Sponsor Page</li> </ul>	<ul style="list-style-type: none"> <li>Jersey &amp; T-Shirt*</li> <li>Sponsor Page</li> <li>Event Signage</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Page</li> <li>Event Signage</li> </ul>
Dedicated inclusion in email to Velocity participants	✓	✓	—	—	—	—
Feature in monthly Velocity newsletter	✓	✓	✓	—	—	—
Category exclusivity	✓	✓	✓	✓	—	—
Inclusion in event email	✓	✓	✓	✓	✓	✓
Free rider registrations and food/drink tickets	20	15	10	6	4	2
Onsite activation - opportunity to distribute information/branded items; sponsored area(s)	Brand Activation Table; Official Sponsor of Opening Ceremony <u>AND</u> Velocity Day Festival	Brand Activation Table; Official Sponsor of Finish Line	Brand Activation Table; Official Sponsor of Beer Garden, Velocity Your Way, <u>OR</u> Rest Area	Brand Activation Table; Official Sponsor of Stretching Area, Why I Ride Wall, Survivor Area, <u>OR</u> Family Zone	Brand Activation Table (10-ft)	Brand Activation Table (8-ft)
Social media	4 inclusions 3 dedicated	3 inclusions 2 dedicated	3 inclusions 1 dedicated	2 inclusions 1 dedicated	2 inclusions	1 inclusion
Selected Sponsor Level:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Apply sponsorship to team page (corporate team or CUIMC department team):

Team Name: \_\_\_\_\_

\*Sponsorship confirmation needed by July 28, 2023 for logo inclusion on jersey & t-shirt.