

VELOCITY

COLUMBIA'S RIDE TO END CANCER

Join us on Sunday, October 6, 2024 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). For a second year, 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. [Click here to view the video from last year's ride!](#)

Velocity

Participants can choose from three fully-supported routes at distances of 15k (9 miles), 50k (31 miles), and 100k (62 miles). Each route will feature its own Opening Ceremony. Riders will depart on a staggered basis depending on their chosen distance and end at our family-friendly Velocity Day Festival, where riders, supporters, friends, and family will gather in celebration of their fundraising and training accomplishments.

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

10-6-24 | velocityride.org

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COLUMBIA'S RIDE TO END CANCER

Benefit	Presenting Sponsor (exclusive) \$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"> Digital Paid Media Dedicated Event Activation Signage Jersey & T-Shirt* Sponsor Page 	<ul style="list-style-type: none"> Dedicated Event Activation Signage Jersey & T-Shirt* Sponsor Page 	<ul style="list-style-type: none"> Dedicated Event Activation Signage Jersey & T-Shirt* Sponsor Page 	<ul style="list-style-type: none"> Dedicated Event Activation Signage Jersey & T-Shirt* Sponsor Page 	<ul style="list-style-type: none"> Jersey & T-Shirt* Sponsor Page Event Signage 	<ul style="list-style-type: none"> Sponsor Page Event Signage
Dedicated inclusion in email to Velocity participants	✓	✓	—	—	—	—
Feature in monthly impact email	✓	✓	✓	—	—	—
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)	Brand Activation Table; Official Sponsor of Opening Ceremonies AND Velocity Day Festival	Brand Activation Table; Official Sponsor of Finish Line OR Velocity Your Way Program	Brand Activation Table; Official Sponsor of Beer Garden, Family Zone OR One Rest Area	Brand Activation Table; Official Sponsor of Velocity Day Festival Entertainment OR Why I Ride Wall	Brand Activation Table; Official Sponsor of Stretching Area	Brand Activation Table
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: _____

**Sponsored areas are provided on a first-come, first-served basis. Should the area listed no longer be available at the time of confirmation, we will identify an alternative