



**ST. PADDY O'PEDAL CHARITY BIKE RIDE TO CONQUER CHILDHOOD CANCER**

April 23, 2023 • MILTON CITY HALL, MILTON, GA

**SPONSOR OPPORTUNITIES**



# WHY WE RIDE!

St. Paddy O' Pedal is in its seventh year and growing steadily in participants, sponsors, fundraising revenue and visibility within the community. It is one of Children's Healthcare of Atlanta's largest third party events, donating funds to further cancer research for kids at Children's AFLAC Blood and Disorder Cancer Center.



John and Shawn Dickson lost their precious and vibrant daughter Kiersten to lung cancer at a young age. Treated by the compassionate doctors and staff at the AFLAC Cancer Center, Kiersten's parents teamed up with the Olde Blind Dog Cycling Club to create an impressive Charity Bike Ride. Funds raised benefit research to help the fight against childhood cancer, which is the leading cause of death by disease among children, taking the lives of 1 in 5 children diagnosed.



Meet Michael. He is currently battling cancer and under the excellent care of his team at the AFLAC Cancer Center. He loves playing with his friends and biking. Our St. Paddy O' Pedal Charity Bike Ride helps fund important research for the AFLAC Cancer Center, to help improve the lives of children diagnosed with cancer.

Please join us in helping the AFLAC Cancer Center and the 7,500 kids they see each year, by being a part of St. Paddy O' Pedal. Your tax deductible contribution, large or small, has an impact at every level. We need you, and so do all the kids at the AFLAC Cancer Center.

# ST. PADDY O'PEDAL \$150,000 GOAL AND MARKETING PLAN



Continue to build momentum of past seven year's success by increasing rider participation to over 800 cyclists. Extensive advertising on regional cycling websites and heavy use of social media to promote to other local cycling clubs, as well as Olde Blind Dog's Cycling Club's 2,500 members. We estimate over 75,000 cyclists and families will be reached. Check us out on [Facebook](#). we will be promoting our Charity Ride and your company's involvement!



Children's has an impressive range of communication tools to promote our bike event. From their website, newsletter and Friends Flash, we have the potential to reach their wide circulation of viewers. As they are also building the website for us this year, your logos will be there with links to your company. Visit our website at: [www.choa.org/stpaddyopedal](http://www.choa.org/stpaddyopedal).

# HOW YOU CAN FUND RESEARCH TO CURE CHILDHOOD CANCER

## TITLE SPONSOR: \$30,000

Your company identified as lead sponsor i.e.

***“Title Sponsor’s*** St. Paddy O’ Pedal Ride”

- Your company’s name and logo displayed as *Title Sponsor* on the opening page of Children’s registration site as well as the sponsor page, with a direct link to your company.
- Your company’s name and logo as *Title Sponsor* in a prominent location on the front of all promotional materials and applications, as well as all printed and electronic materials.
- Your company’s name and logo as *Title Sponsor* on all media releases, newspaper print and online ads.
- Your company name as *Title Sponsor* on the front of the official event.
- Your company name as *Title Sponsor* and logo prominently featured on the front of official event T-shirt.
- Your company representative along with Children’s representative to announce the start of the ride.
- Opportunity to set up exhibits with promotional materials at event.
- Opportunity to place promotional materials in rider’s packets
- Twenty complimentary registration fees to ride.

# HOW YOU CAN FUND RESEARCH TO CURE CHILDHOOD CANCER

## PRESENTING SPONSOR: \$20,000

Your company identified as lead sponsor i.e.  
“St. Paddy O’ Pedal Ride, ***Presented by Sponsor.***”

- Your company’s name and logo displayed as *Presenting Sponsor* on the opening page of Children’s registration site as well as the sponsor page, with a direct link to your company.
- Your company’s name and logo as *Presenting Sponsor* in a prominent location on the front of all promotional materials and applications, as well as all printed and electronic materials.
- Your company’s name and logo as *Presenting Sponsor* on all media releases, newspaper print and online ads.
- Your company name as *Presenting Sponsor* on the front of the official event.
- Your company name as *Presenting Sponsor* and logo prominently featured on the back of official event T-shirt.
- Your company representative along with Children’s representative to announce the start of the ride.
- Opportunity to set up exhibits with promotional materials at event.
- Opportunity to place promotional materials in rider’s packets
- Ten complimentary registration fees to ride.

## PLATINUM SPONSOR \$10,000

Your company's logo in **Platinum** category on all media releases, print and online ads.

- Your company's logo displayed on Children's registration site sponsor page in the *Platinum* category, with a direct link to your company.
- Your company's logo on back of the official event T-shirt.
- Opportunity to set up exhibits and promotional materials at event.
- Opportunity to place promotional materials in rider's packets.
- Five complimentary registrations fees to ride.

## GOLD SPONSOR \$5,000

Your company's logo in **Gold** category on all media releases, print and online ads.

- Your company's logo displayed on Children's registration site sponsor page in the *Gold* category with a direct link to your company.
- Your company's logo on back of the official event T-shirt.
- Opportunity to set up exhibits and promotional materials at event.
- Opportunity to place promotional materials in rider's packets.
- Three complimentary registration fees to ride.

### SILVER SPONSOR \$3,000

Your company's logo in **Silver** category on all media releases, print and online ads.

- Your company's logo displayed on sponsor page on rider's Children's registration site in the *Silver* category with direct link to your company.
- Your company's logo on back of the official event T-shirt.
- Opportunity to place promotional materials in rider's packets. One complementary registration fee to ride.

### BRONZE SPONSOR \$1,000

Your company's logo in **Bronze** category on all media releases, print and online ads.

- Your company's logo in the *Bronze* category on all media releases, print and online ads.
- Your company's logo displayed on Children's registration site sponsor page in the *Bronze* category.
- Your company's logo on back of the official event T-shirt.

### FRIENDS OF ST. PADDY O'PEDAL \$500

- Your company's logo on back of the official event T-shirt.

Please contact

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