



Sponsorship Opportunities

Event Overview

[B Strong Ride](#) is a fundraising bicycle event that celebrates cancer survivorship, funds a complete year of cancer care at Boulder Community Hospital Integrative Care Center, and benefits other local cancer charities.

B Strong Ride features outstanding cycling and a great post-ride party with music and food. Founded in 2011, it has been an outstanding success:

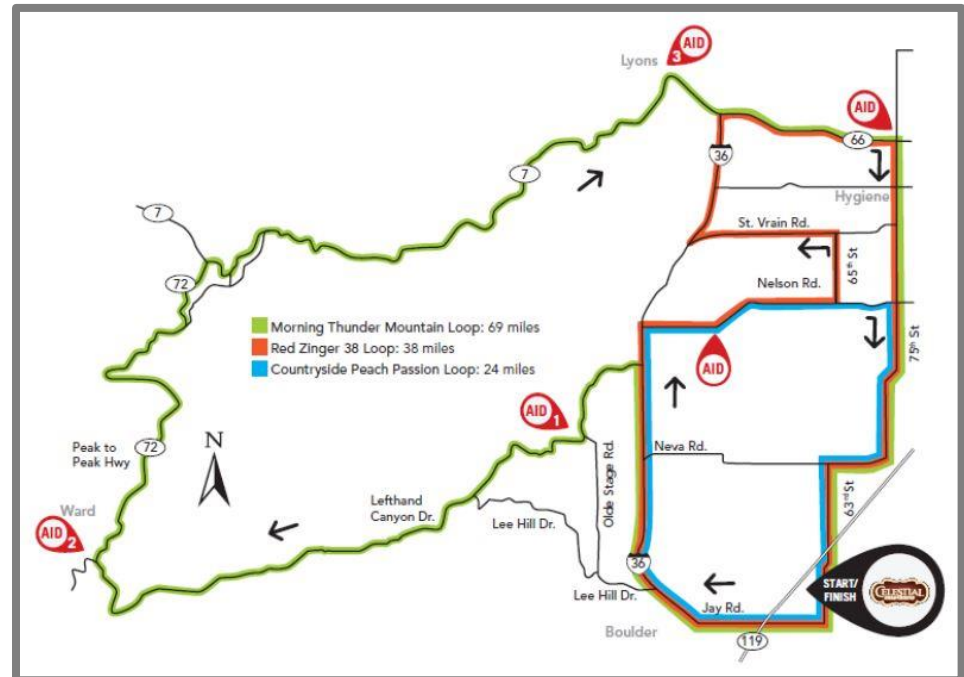
▣ **OVER \$3.5 MILLION RAISED**

▣ **NEARLY 8,000 RIDERS**



2022 Event

- ❑ August 13, 2022
- ❑ Attendance goal: 1000 riders; 500+ spectators
- ❑ Start/Finish and Celebration Party at Celestial Seasonings, Boulder
- ❑ Live post-ride entertainment with prominent local bands
- ❑ Ride Distances:
 - ❑ Mountain Loop: 68 miles
 - ❑ Red Zinger 38 Loop: 38 miles
 - ❑ Countryside Loop : 24 miles
 - ❑ Mini B: 1 mile children's loop



Sponsorship Benefits

B Strong Ride Sponsors are showcased as outstanding corporate citizens and receive valuable benefits, exposure and visibility, including:

- Logo on event materials:
 - ❑ Website (w/ link) & Facebook Page
 - ❑ Jersey
 - ❑ T-shirts
 - ❑ Poster
 - ❑ Route map
 - ❑ Newspaper Ads
- Onsite promotion and marketing opportunities at event
- Banner at event start / finish
- Wellness Messaging
- Employee Participation:
 - ❑ Registration: complimentary elite entries, including B Strong jerseys. (normally for riders raising over \$500)
 - ❑ Volunteer Opportunities
- Corporate Citizenship. Support of:
 - ❑ A full year of BCH Integrative Cancer Care
 - ❑ Other local cancer charities, including:
 - ❑ Camp Kesem @ CU
 - ❑ Live By Living
- Electronic list of participants

Sponsorship Package Options

B Strong Ride has numerous sponsorship opportunities available. All sponsorships include benefits listed on previous slide, plus those listed below.

Platinum Sponsorship:

Most prominent level available - \$25,000

- ❑ Preeminent logo placement on event materials
- ❑ 25 elite entries (includes B Strong jerseys)
- ❑ Sponsor hospitality tent at event - exclusively for sponsor employees and guests
- ❑ 25 Custom Sponsor Corporate Team Jerseys (Pro quality w/ custom Sponsor team graphics)

Aid Station Sponsorship - \$12,000 (one available)

- ❑ 15 elite entries, including B Strong jerseys
- ❑ Sponsor banners at all aid stations
- ❑ Sponsor logo used to identify aid stations on map
- ❑ Sponsor logo on all event aid station signage

Entertainment / Stage Sponsorship - \$10,000

(one available)

- ❑ 15 elite entries, including B Strong jerseys
- ❑ Multiple banners on stage
- ❑ Verbal Acknowledgement before / after all acts
- ❑ Acknowledgement at all entertainment mentions in event materials
- ❑ Sponsor hospitality tent at event - exclusively for sponsor employees & guests

B Strong Team Sponsorship - \$5,000

- ❑ 10 elite entries, including B Strong jerseys



Contact

- Paul Balaguer, Event Director
paulbalaguer@gmail.com (303) 883-5026



Supporting Material

- ❑ Event Background (Kevin's Story)
- ❑ Core Team



Background - Kevin's Story

B Strong Ride celebrates cancer survivorship and raises funds for Boulder Community Hospital Integrative Cancer Care and several other local cancer charities. The event was founded in 2011 by Boulder cancer survivor Kevin Mulshine and Dr. Roger Nichols – one of the doctors that saved Kevin's life.

In the throes of Kevin's cancer battle, some of his doctors (who were cyclists themselves) gave him a cycling jersey and all signed it. They vowed to get him back on a bike and lead him on a ride to Ward, Colorado – more than 9,000 feet above sea level.

At the time, the plan seemed impossible. But with the help and support of his doctors, family and friends, Kevin battled the disease into remission.

On September 5, 2009, Kevin pulled on that jersey and met his friends and doctors that saved his life at the bottom of Left Hand Canyon for the 34-mile ride to Ward and back.

Near the top, the grade steepens to a brutal 12 percent. When Kevin faltered, his doctors rode beside him, literally pushing him up the final ascent. After they succeeded, they pushed Kevin again – this time to join a broader fight against cancer and find a way to support the cancer community that saved his life.

As a result, B Strong Ride was born. The event is overseen by an advisory board made up of the family, friends and caregivers that saw Kevin through his cancer battle. Kevin and that group have carried forward the courage, emotion, determination and commitment they brought to battling cancer and use that passion to create a first class event and raise as much money as possible for B Strong's beneficiaries.

B Strong Ride has been an outstanding success since its 2011 founding: Over \$3.5 Million raised. Nearly 8,000 riders.



Core Team

Experienced, dedicated and connected organizing committee:

- Founders:
 - ▣ Kevin Mulshine, cancer survivor (see Kevin's story on B Strong background page)
 - ▣ Dr. Roger Nichols, one of the doctors that saved Kevin's life
- Event Director: Paul Balaguer - 22 years' experience as Director of Ride The Rockies, one of the nation's premier bicycle tours
- Advisory Board: Dedicated, 15 member event committee with strong experience and connections in the community, including attorneys, physicians, executives and law enforcement professionals





BSTRONGRIDE