

CYCLE FOR THE CURE

UNITE FOR THE FIGHT

The University of Kansas Cancer Center and Woodside, a comprehensive health club just blocks from the cancer center, have formed a unique and innovative partnership to provide resources in preventative care, education and access to expertise among both patients of the cancer center and Woodside members.

Through this partnership, the need arose to do more. Beyond the parameters of the partnership, Woodside saw a need to drive more awareness and funding for the great work the cancer center is doing.



We wanted to do more, and thought with all the tools,
resources and influence we have in our community,
we could help. It just made sense – not on a
business level, but on a human level.

Woodside Chief Business Officer and VP
Jeff Yowell

Thus, the concept for the inaugural Cycle for the Cure was born.

This fall, Woodside will host members and guests, patients and survivors, family and friends on its adult pool deck for a morning of support, comradery and celebration. Join fellow Kansas Citians on a ride to gain awareness and support for cancer center's patient care programs.



THE RIDE

OCT 6 | 9AM - 1PM | WOODSIDE

Come out to Woodside for an epic ride set to awe-inspiring music, local performances by Quixotic, DJ'd beats and the best, most motivational cycling instructors you've ever seen.

Browse an expo with some of the best local brands in KC, pop-up massages from The Spa at Woodside and enjoy brunch and cocktails from local restaurants and the Woodside Kitchen + Bar.

SATURDAY, OCT 5

Noon - 5pm - Vendor expo, packet pick-up, happy hour specials from the Woodside Kitchen + Bar

SUNDAY, OCT 6

8am - Doors open, vendor expo begins, breakfast served

8:50am - Crowd welcome, kick-off the inaugural Cycle for the Cure!

9am - 1pm - Sessions 1-4 ride, physicians and patients share their stories

1pm - Total giving announced, final celebration

Ride solo, or in teams. Ride for someone you know, someone you've lost, or just ride for the fun of it - whatever the reason, join us in the fight to **beat cancer.**

Riders will have the chance to gather donations for the cause over the course of several months leading up to the day of the ride. Bikes are assigned to either solo riders or teams of 2 or more. Ride for 20 minutes, or four hours - it's up to you how long you ride, and how many people hop on the bike. Spectators and cheer squads are welcome to enjoy the show from the sidelines to cheer on their teams. Sessions happen every hour and run for 45 minutes, with ten-minute breaks for refreshments and to hear our physician advocates and cancer center patients share their stories.



GET INVOLVED

BE A PART OF SOMETHING GROUND-BREAKING,
INNOVATIVE AND FIRST OF ITS KIND IN KANSAS CITY.
MAKE AN IMPACT. SPONSOR *THE RIDE*.

LEAD SPONSOR \$7,500 (exclusive)

- VIP Rider Experience
 - Dedicated cabana on pool deck (5 bikes, water + towel service, dedicated massage therapist, branded signage)
- 2x :30 vignette brand mentions from Emcee throughout event
- Full-screen artwork/logo on stage screens
- 30% branding on step and repeat (alongside Woodside + the cancer center)
- Logo on participant tshirt
- Prominent position on sponsor page on event webpage
- 3x dedicated email to Woodside member email list (10k+), event participants and corporate sponsors
- 3x dedicated social post on Woodside FB + Instagram channels
- Complimentary participation in vendor expo on Oct 5 - 6
- Option to include a promotional item in participant swag bag

PELETON PACKAGE \$5,000 (x3)

- 2x :30 vignette brand mentions from Emcee throughout event
- Full-screen artwork/logo on stage screens
- Logo on participant tshirt
- Prominent position on sponsor page on event webpage
- 2x dedicated email to Woodside member email list (10k+), event participants and corporate sponsors
- 2x dedicated social post on Woodside FB + Instagram channels
- Complimentary participation in vendor expo on Oct 5 - 6
- Option to include a promotional item in participant swag bag



ECHELON PACKAGE \$3,000 (x5)

- Full-screen artwork/logo on stage screen
- Logo on participant tshirt
- Brand listing/logo on sponsor page on event webpage
- 1x email mention during campaign to Woodside member email list (10k+), event participants and corporate sponsors
- 1x social post on Woodside FB + Instagram channels
- Complimentary participation in vendor expo on Oct 5 - 6
- Option to include a promotional item in participant swag bag

SPRINT SPONSOR \$1500 (various)

- Craft Cocktail Sponsor
 - Custom cocktail naming rights, promoted across email, event communications and social media
 - Bar signage
 - Logo on stage screens
 - Social media post on Woodside's FB + Instagram channels
 - Brand listing/logo on sponsor page on event webpage
- Massage Therapy Cabana Sponsor
 - Cabana signage
 - Logo on stage screens
 - Social media post on Woodside's FB + Instagram channels
 - Brand listing/logo on sponsor page on event webpage

OTHER OPPORTUNITIES

- Digital Photobooth Sponsor \$3,000
 - Branding within photobooth
 - Custom hashtag assigned to videos sent to photobooth participants
 - Dedicated social media post on Woodside's FB + Instagram channels
 - Dedicated SMS text to photobooth participants the day after event
 - Logo on stage screens
 - Brand listing/logo on sponsor page on event webpage
- Tshirt sponsor (cost of materials and printing for participant shirts)
 - Logo on sleeves of participant tshirt
 - Dedicated social post on Woodside's FB + Instagram channels
 - Dedicated email to Woodside member email list (10k+), event participants and corporate sponsors
 - Logo on stage screens
 - Complimentary participation in vendor expo on Oct 5 - 6



EXPO BOOTH \$750

- Brand listing/logo on sponsor page on event webpage
- Logo/listing in dedicated expo email to Woodside member email list (10k+), event participants and corporate sponsors
- Mention in social post on Woodside FB + Instagram channels promoting the expo
- Table at vendor expo on Oct 5 - 6
- Option to include a promotional item in participant swag bag

