

TEXAS 4000

FIGHTING CANCER EVERY MILE

www.texas4000.org

WHAT We Do

University of Texas students are competitively selected for an 18-month program designed to cultivate the next generation to lead the fight against cancer. Students raise \$4,500, ride 2,000 training miles, volunteer more than 50 hours in the community, and play an active role in planning every aspect of the ride to Alaska.

Our Texas 4000 Summer Ride is the **longest annual charity bike ride in the world** from Austin, Texas to Anchorage, Alaska.

LEADERSHIP DEVELOPMENT

PHYSICAL TRAINING

PHILANTHROPIC COMMITMENT

SERVICE

SUMMER RIDE

70+ MILES PER DAY

24-30 RIDERS PER GROUP

UP TO 4 CROSS-COUNTRY ROUTES

GRANT MAKING

CANCER RESEARCH

CANCER SUPPORT SERVICES

OVER \$4 MILLION GRANTED



Brent's Place

Free Accommodations for Pediatric Cancer Patients & their Families



M.D. Anderson Cancer Center

Distinguished Professor Endowment, Center for Molecular Markers, & Center for Targeted Therapy.

ACROSS NORTH AMERICA WITH Texas 4000 for Cancer

Sponsoring the Texas 4000 for Cancer team means you're not just helping in the fight against cancer, you're reaching a wide audience.

Past cities include:

SIERRA ROUTE CITIES

Austin, TX
Lubbock, TX
Santa Fe, NM
Flagstaff, AZ
San Francisco, CA
Lake Tahoe, CA
Portland, OR
Seattle, WA
Vancouver, BC
Anchorage, AK

ROCKIES ROUTE CITIES

Austin, TX
Dallas, TX
Oklahoma City, OK
Colorado Springs, CO
Denver, CO
Calgary, AB
Prince George, BC
Anchorage, AK

OZARKS ROUTE CITIES

Austin, TX
Houston, TX
New Orleans, LA
Memphis, TN
St. Louis, MO
Milwaukee, WI
Minneapolis, MN
Anchorage, AK



MEDIA & RECOGNITIONS



2021 Special Award
World Bicycle Day of the United Nations
presented by
Founder Leszek Sibilski
to
Texas 4000 for Cancer
United States



CORPORATE ENGAGEMENT

Here are just a few ideas to increase employee engagement and interact with the team:

- Host Rider Interviews during Team Selection
- Serve as a Cycling Coach
- Welcome Ride-Hosted Learning Lunches
- Create a Texas 4000 Internship Pipeline
- Host Rider-Employee Event
- Represent on our Board
- Host a rider training Rest Stop
- Support employee Crowdfunding Challenges

TEXAS 4000 FOR CANCER Sponsorship Opportunities

FINANCIAL SPONSORS

IN-KIND SPONSORS

Here's just some of the things your sponsorship supports:

- Our 18-month Leadership Development Programming
- Fall Bike Training Camp
- Spring Break Training Ride
- Camp T4K
- Rental vehicles for Summer Ride
- Food and Drinks for Summer Ride
- Fuel for cross-continental Summer Ride
- Camping Fees & National Park Entrance Fees
- Rider and Vehicle Insurance
- Storage, upkeep, and repairs for our three trailers
- Bike tools and tires

Become the “official partner“ for your industry with a multi-year agreement.



Social Media Shoutouts



Logo Placement on Rider Jerseys



Logo on Wrap of our two Trailers



Engagement Opportunities in Cities Across North America

NOTE: In-kind sponsorship levels are calculated at 50% of fair market value

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BECOME A Sponsor

	Presenting Sponsor	Signature Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Friend of T4K
INVESTMENT	\$65,000	\$50,000	\$40,000	\$25,000	\$10,000	\$5,000	\$3,000
SPONSORS AVAILABLE	1	1	3	6	10	10	unlimited
Recognized as Presenting Sponsor							
Logo on front of rider jersey							
Press Release Mentions on Summer Ride routes							
Framed Team Photos with Alaska Sign							
Framed Texas 4000 Rider Jersey							
Speaking Opportunities at Texas 4000 events							
Thank you videos from riders during Summer Ride							
Company logo on two team trailers							
Speaking Opportunities at Rider Training Sessions							
Engagement opportunities with riders in major cities*							
Company logo on back of ride jersey							
Sponsorship featured in social media posts							
Company logo and link on the website							
Sponsorship banner at Texas 4000 events							