



## Sponsorship Opportunities - 2014

### Overview

Over \$250,000 was raised in 2014 to support Pediatric Cancer Research at the Jonathan Jaques Children's Cancer Center at Miller Children's Hospital Long Beach. 3,500 riders are expected in 2014 and sponsorship funds will again support pediatric cancer research at JJCCC. Riders can participate in the 5-mile Family Fun Ride, 30-mile Tour, 60-mile Metric Century or the 100+ mile Cruz Gran Fondo. All rides have been carefully planned by 2000 US Olympian, former Pro Cyclist and Long Beach Bike Ambassador, Tony Cruz.

### The Rides

#### **FREE! Family Fun Ride – 5 Miles**

The Family Fun Ride is a perfect morning ride for kids and families and youth groups of all ages. Boy Scouts, Girl Scouts and other organized groups can use the ride to complete requirements for cycling badges too! This ride is free and participants will receive a finisher's medal and entrance into the Finish Line Festival but not an event goodie bag or t-shirt.

#### **Tour of Long Beach – 30 Miles**

Starting in Downtown Long Beach at the Long Beach Arena, riders will experience all that Long Beach has to offer: Pacific Ocean views, inland bays and waterways, a bustling downtown waterfront, visitor attractions, scenic parks, plus dozens of eclectic neighborhoods, each with its own style and spirit. The route has three SAG stations with medical staff, JAX Bicycle Shop professionals along with food and water. Riders will finish at the Marina Green Park where finisher's medals, food and refreshments are available. Participants receive a goodie bag, water bottle, event t-shirt, finisher's medal and entry into the Finish Line Festival.

#### **Metric Century Ride – 60 Miles**

Metric Century riders will first follow the Tour route through Long Beach, then the Metric route will take riders south through Seal Beach and Huntington Beach and back. Riders will get a taste of what the Cruz Gran Fondo is all about riding along the beach on a beautiful sunny May day. The route has four SAG stations with medical staff, JAX Bicycle Shop professionals along with food and water. Riders will finish at the Marina Green Park where finisher's medals, food and refreshments are available. Participants receive a goodie bag, water bottle, event t-shirt, finisher's medal and entry into the Finish Line Festival.

## **Cruz Gran Fondo – 100+ Miles**

The 100+ mile Cruz Gran Fondo brings Italian cycling culture to Southern California. The course will take cyclists along the Tour route then down Pacific Coast Highway through Huntington Beach, Newport Beach, Irvine, and Laguna Beach before returning. Professional Cyclist Tony Cruz will be leading the ride along with members of Long Beach's Lightning Velo Cycling Team. Riders will finish at the Marina Green Park where finisher's medals, food and refreshments are available. Participants receive a goodie bag, water bottle, event t-shirt, finisher's medal and entry into the Finish Line Festival.

All abilities are welcome. Some cyclists enter for the challenge and satisfaction of making it to the finish line; others want to push themselves and their friends; and some ride to win! Regardless, every Gran Fondo event is an unforgettable cycling experience!

## **The Charity**

### **Miller Children's Hospital Long Beach**

Miller Children's Hospital Long Beach provides specialized pediatric care for children and young adults, with conditions ranging from common to complex—as well as maternity care for expectant mothers—all under one roof. Only five percent of all hospitals are children's hospitals, making them unique not only to children's health care needs in the community, but across the region.

### **Jonathan Jaques Children's Cancer Center**

The Jonathan Jaques Children's Cancer Center (JJCCC) at Miller Children's Hospital Long Beach provides quality, compassionate care to children of all ages—infants, children and adolescents—with cancer, sickle cell disease, hemophilia and other serious blood disorders. Miller Children's Hospital Long Beach provides tertiary level hematology/oncology care, while using age-appropriate preparation, advanced equipment and treatment to more than 800 children each year.

JJCCC has comprehensive psychosocial programs and a multi-disciplinary care team that follows a cancer or blood disorder patient from the time of admission, through their stay in the hospital and throughout their follow-up care in the outpatient setting—including physical therapists, dieticians and even pediatric dentists. JJCCC's strong emphasis on integrating new research efforts into treatment plans allows patients access to leading therapies.





### **GOLD SPONSORSHIP - \$10,000**

- **Name/Logo Inclusion:** Name/Logo inclusion on all advertisements, website, race flyers, press releases, Start/Finish Line banner, stage banner
- **Tour Bibs:** Exclusive logo placement on Tour of Long Beach bibs
- **Stage Announcements:** A minimum of 10 announcements from the main stage and at Start Line
- **Banner Placement:** Opportunity to place up to 4 banners (to be provided by Sponsor) for the Finish Line Chute
- **Vendor Booths:** 10'x10' vendor booths provided at the Finish Line Festival
- **Tour Entry:** 25 team members provided with complimentary race registration
- **Collateral Insert:** Opportunity to insert collateral in Tour goodie bags

### **SILVER SPONSORSHIP - \$5,000**

- **Name/Logo Inclusion:** Name/Logo inclusion on all advertisements, on website, race flyers, press releases, Start/Finish Line banner, stage banner, Tour bibs
- **Stage Announcements:** A minimum of 10 announcements from the main stage and at Start Line
- **Banner Placement:** Opportunity to place up to 2 banners (to be provided by Sponsor) for the Finish Line Chute
- **Vendor Booths:** 10'x10' vendor booths provided at the Finish Line Festival
- **Tour Entry:** 5 team members provided with complimentary race registration
- **Collateral Insert:** Opportunity to insert collateral in Tour goodie bags

## **BRONZE SPONSORSHIP - \$2,500**

- **Name/Logo Inclusion:** Name/Logo inclusion on all advertisements, on website, Start/Finish Line banner, stage banner
- **Stage Announcements:** A minimum of 10 announcements from the main stage and at Start Line
- **Banner Placement:** Opportunity to place one banner (to be provided by Sponsor) ) for the Finish Line Chute
- **Vendor Booths:** 10'x10' vendor booths provided at the Finish Line Festival
- **Tour Entry:** 2 team members provided with complimentary race registration
- **Collateral Insert:** Opportunity to insert collateral in Tour goodie bags

## **IN-KIND SPONSORSHIP**

- **Product Exclusivity:** Category exclusivity for Race and Tour sponsors
- **Name/Logo Inclusion:** Name/Logo inclusion on all on website, Start/Finish Line banner and stage banner
- **Stage Announcements:** A minimum of 10 announcements from the main stage and at Start Line
- **Banner Placement:** Opportunity to place 2 banners (to be provided by Sponsor) for the Finish Line Chute
- **Vendor Booths:** 10'x10' vendor booths provided at the Finish Line Festival
- **Collateral Insert:** Opportunity to insert collateral in Tour goodie bags



**SPONSORSHIP COMMITMENT**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_

Payment made by check  
(make enclosed check payable to Memorial Medical Center Foundation/Tour of Long Beach)

I wish to pay by (circle one):      Visa              MasterCard      American Express

This is a (circle one):              Personal Credit Card              Business Credit Card

Name on Credit Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Please fax completed form to Brett Beck at (562) 933-3652 or mail to:  
Memorial Medical Center Foundation, Attn: Tour of Long Beach, 2801 Atlantic Ave., Long Beach, CA 90806.  
For questions, please contact Brett Beck, at (562) 933-1676 or via email at [bbeck@memorialcare.org](mailto:bbeck@memorialcare.org).**