May 12, 2018 • Downtown Long Beach
touroflongbeach.com
Overview:

Thanks to our sponsors, riders, and donors, we raised over $160,000 (net) at the 2017 Tour of Long Beach in support of pediatric cancer programs at the Jonathan Jaques Children’s Cancer Center at MemorialCare Miller Children’s & Women’s Hospital Long Beach.

This year, with the Amgen Tour of California returning to Long Beach, we expect over 3,000 riders to ride and raise awareness and support for the hospital. Riders can participate in a 5-mile Family Fun Ride, 30-mile Tour, 62-mile Metric Century or a 100+ mile Cruz Gran Fondo. All routes are planned by 2000 U.S. Olympian, former Pro Cyclist and Long Beach Bike Ambassador, Tony Cruz.

The Miller Children’s & Women’s Hospital Long Beach’s Tour of Long Beach is an ideal arena to showcase your business!

With exposure to the Long Beach, Orange County, and South Bay cycling communities, sponsors of the Tour of Long Beach benefiting MemorialCare Miller Children’s & Women’s Hospital Long Beach will have numerous opportunities to reach a variety of audiences. With the added foot traffic of Tour of California fans in town for the race on Sunday, this year will provide an amazing marketing opportunity for our sponsors. Sponsors will also demonstrate to the public that the company is dedicated to curing pediatric cancer in their community.

Event Facts and Figures:

- Attendance has gone up 200% since the event’s inception in 2011.
- We are expecting to reach 3,000 cyclists, over 500 spectators, and 400 volunteers in 2018.
- The event has received premier media exposure including in newspapers, blogs, social media, and locally televised news.
- Over 300 participants collectively raised over $100,000 for pediatric cancer programs at MemorialCare Miller Children’s & Women’s Hospital Long Beach through their personal online fundraising pages in 2017.
- The Family Fun Ride brings in hundreds of children of all ages, introducing them to Long Beach’s bike-friendly paths.
- Over the past 5 years, the Tour of Long Beach Corporate Team Program has grown from 3 participating companies to 25 in 2017.
- In 2017 the event brought cyclists in from Nevada, Arizona, Colorado and as far away as Hawaii, Virginia, and New York to our great community.
- The majority of participants that this event reaches are 25-55 years old; 70% male and 30% female.
Why We Ride:

MemorialCare Miller Children’s & Women’s Hospital Long Beach

MemorialCare 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 MemorialCare Miller Children’s & Women’s Hospital Long Beach has a dedicated unit of 24 private rooms in a home-like setting that provides comprehensive, family centered care to children with cancer, sickle cell disease and other serious blood disorders. The Center is known for its comprehensive psychosocial programs and multi-disciplinary approach to patient care. JJCCC is one of the primary institutions that comprise the Children’s Oncology Group (COG) – an international, cooperative childhood cancer research network. JJCCC patients have access to the latest clinical trials and research initiatives, which leads to improved cure rates and breakthroughs in treatments of childhood cancers and blood disorders.

The Facts about Pediatric Cancer:

- 46 kids in the US will be told they have cancer today.
- 91,250 children lose their life to the disease every year.
- Pediatric cancer is random and spares no ethnic group, socioeconomic class, or geographical region.
- Less than 5% of the Federal Government’s total funding for cancer research is dedicated to childhood cancers each year.
- Two-thirds of childhood cancer patients will have long lasting chronic conditions from treatment.
- Approximately 100,000 people in the U.S. are affected by Sickle Cell Disease.
- A typical treatment plan for a child with Acute Lymphoblastic Leukemia results in:
  - 213 missed days of school
  - 1,652 antibiotic pills to prevent infections
  - 2,504 chemotherapy pills
  - 115 finger pokes
  - 92 chemotherapy injections
  - 8 outpatient doctor appointments
  - 47 days in the hospital
  - 22 spinal taps
  - 8 emergency visits
  - 3 echocardiograms
  - 3 bone marrow tests
Sponsorship Opportunities

Gold Sponsorship - $10,000
Tax Deductible: $9,700
- Prominent logo placement on website, event signage and event bibs
- 10 complimentary registrations for any ride distance
- Prominent booth location at the Finish Line Festival to promote your business
- Opportunity to place 4 banners at finish line (banner provided by sponsor)
- Opportunity to include collateral in cyclist virtual goodie bag

Silver Sponsorship - $5,000
Tax Deductible: $4,850
- Logo on website and event signage
- 5 complimentary registrations for any ride distance
- Prominent booth location at the Finish Line Festival to promote your business
- Opportunity to place 2 banners at finish line (banner provided by sponsor)
- Opportunity to include collateral in cyclist virtual goodie bag

Bronze Sponsorship - $2,500
Tax Deductible: $2,440
- Logo on website and event signage
- 2 complimentary registrations for any ride distance
- Booth at the Finish Line Festival to promote your business
- Opportunity to place one banner at finish line (banner provided by sponsor)
- Opportunity to include collateral in cyclist virtual goodie bag

Aid Station Sponsors (7 available)

Full Aid Station - $1,000
100% Tax Deductible
Opportunity to exclusively brand an aid station with branded banners or any other items (provided by sponsor). Ride will provide tent, tables, ride & aid products, and event volunteers to staff the station if needed.

Partial Aid Station - $500
100% Tax Deductible
Opportunity to co-brand an aid station with branded banners or any other items (provided by sponsor). Your company will provide volunteers to staff the station, and the ride will provide a tent, tables, and any other ride & aid products as needed.

In-Kind Sponsorship
Donations of products and services are greatly appreciated and receive Bronze Sponsorship benefits (minus the complimentary tickets)

Underwriting Opportunities

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finish Line Festival</td>
<td>$50,000</td>
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<tr>
<td>Event T-Shirts</td>
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<tr>
<td>Volunteer T-Shirts</td>
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<tr>
<td>Rest Stop Supplies</td>
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<td>Jerseys</td>
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<td>Kids Area</td>
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<tr>
<td>Food &amp; Beverage</td>
<td>$10,000</td>
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<tr>
<td>Audio/Visual</td>
<td>$5,000</td>
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Corporate Team Opportunities
The Tour of Long Beach is a great opportunity for local corporations and businesses to promote healthy living and team building! And perfect for those that already have a cycling team. Corporate Teams of 6 or more riders will receive:
- 15% off registration for all team members
- Location at starting line for pre-ride team meet up
- Bronze sponsorship recognition if the team collectively fundraises $2,500+

100% Tax Deductible
Pledge Form:

Name: _________________________________________________________________

Company: ___________________________________________________________________

Address: ___________________________________________________________________

City: __________________________________________ State: _______ Zip: _____________

Phone: ________________________  Email: ____________________________________

Sponsorship:  □ $10,000 - Gold Sponsorship($9,700 tax deductible)
□ $5,000 - Silver Sponsorship($4,850 tax deductible)
□ $2,500 - Bronze Sponsorship ($2,440 tax deductible)
□ $1,000 - Full Aid Station  □ $500 - Partial Aid Station

Underwriting:  □ $50,000 - Festival  □ $25,000 - Rest Stops  □ $10,000 - Food/Beverage
□ $10,000 - Event Shirts  □ $7,500 - Jerseys  □ $5,000 - A/V
□ $2,500 - Volunteer Shirts  □ $1,500 - Kids Area

Corporate Team: □ Yes, sign me up!  □ I have questions, please call me

Recognition Name: ______________________________________________________________

Payment:
□ Payment made by Pledge Agreement (ALL PLEDGES MUST BE PAID BY May 1, 2018)
    Payment herewith of $_______________ and the balance to be paid by May 1, 2018

□ Payment enclosed by check (payable to Memorial Medical Center Foundation)

□ Payment by credit card  Easily pay online at TourofLongBeach.com/sponsor
    □ Corporate Card  □ Personal Card

    Name on Credit Card: __________________________________________________________

    Billing Address: ___________________________________________________________________

    City: ___________________________ State: _______ Zip: _____________

    Card #: ___________________________ Exp. date: ___ /____ CVV: _________

Signature: ___________________________ Date: __________________

Mail form with payment to:
Long Beach Memorial Medical Center
Memorial Medical Center Foundation
2801 Atlantic Ave., Long Beach, CA 90806

Scan and send form to:
EventsMMCF@memorialcare.org
562.933.3652

touroflongbeach.com
Memorial Medical Center Foundation • (562) 933-1661 • EventsMMCF@memorialcare.org

Miller Children’s & Women’s Hospital Long Beach is a community-based, non-profit hospital. Contributions made to Memorial Medical Center Foundation (MMCF) are tax deductible to the fullest extent allowed by the law. IRC section 501(c)(3) Tax ID #95-6105984.