



Dear Tour of Long Beach Supporter,

On May 11th, the **2019 Tour of Long Beach** (TOLB) is taking place to benefit pediatric cancer. Celebrating 10 years, the TOLB is the city's premier charity bike ride event. Over 2,500 cyclists are expected to cycle through the bike paths and streets of Long Beach and Orange County. This event not only draws riders from all over Southern California, but cyclists come from other states and internationally to help raise awareness. Cyclists finish their ride at the Tour's finish-line festival and beer garden.

This year, the TOLB has set a fundraising minimum of \$100,000. All proceeds raised benefit the Jonathan Jaques Children's Cancer Institute and our new nonprofit partner, Parents Against Cancer. The Jonathan Jaques Children's Cancer Institute (JJCCI) at Miller Children's & Women'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. For over 34 years, Parents Against Cancer has provided financial assistance for transportation, utility bills, housing and groceries to families whose children have been afflicted by cancer.

Please help us reach our fundraising goal and donate to the TOLB. We have included a sponsor packet for your review.

If you have any questions and/or need additional information, please contact me at (562) 841-8326.

Sincerely,

Tony Cruz

Tour of Long Beach, CEO

2000 U.S. Olympian

Long Beach Bicycle Ambassador

Contributions made are tax deductible to the fullest extent allowed by the law.
Parents Against Cancer: IRC section 501(c)(3) Tax ID #76-0529424

Tour of Long Beach
701 E. 28th Street, Suite 202
Long Beach, CA 90806



May 11, 2019 • Downtown Long Beach •
touroflongbeach.com

A CHARITY RIDE SUPPORTING PEDIATRIC CANCER



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Overview:

Riders can participate in a 5-mile Free Family Fun Ride, 30-mile Tour, 62-mile Metric Century or a 100+ mile Cruz Gran Fondo. All routes have been carefully planned by 2000 U.S. Olympian, former Pro Cyclist and Long Beach Bike Ambassador Tony Cruz.



Why we ride!

The Jonathan Jaques Children's Cancer Institute (JJCCI) is known for its comprehensive psychosocial programs and multi-disciplinary approach to patient care. JJCCI is one of the primary institutions that comprise the Children's Oncology Group (COG) – an international, cooperative childhood cancer research network. JJCCI 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.



Parents Against Cancer (PAC) is a non-profit organization affiliated with Jonathan Jaques Children's Cancer Institute at Miller Children's Hospital, Long Beach Memorial Medical Center, Long Beach, California. For over 34 years, PAC has raised critical funds to provide emergency assistance to families, publishes a newsletter three times per year and helps coordinate educational events such as the Fall Family Forum and participates in the Belmont Short Christmas Parade. PAC provides a parent voice that is heard by physicians, psychosocial and administration at JJCCI and has monthly parent support groups at the hospital facilitated by a psychosocial team member and has a board member who regularly attends the hospital philanthropic

committee meetings and the JJCCI Advisory Board Meetings. PAC board members are people just like you who want to give a little of themselves in order to help others.

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The Tour of Long Beach is an ideal arena to showcase your business!

With maximum exposure to the Long Beach, Orange County, and South Bay communities, sponsors of the Tour of Long Beach will get a variety of marketing options depending on level. Sponsors will also demonstrate to the public the company's dedication to curing pediatric cancer in their community

The Facts and Figures:

Attendance has gone up 200% since the event's inception in 2009.

Expecting to reach 2,500 cyclists and 200 volunteers in 2019.

Event has received full media exposure including newspapers, blogs, social media, and locally televised news.

Participants have collectively raised over half a million dollars through their personal online fundraising pages.

Family Fun Ride brings in children of all ages, introducing them to Long Beach's bike-friendly paths.

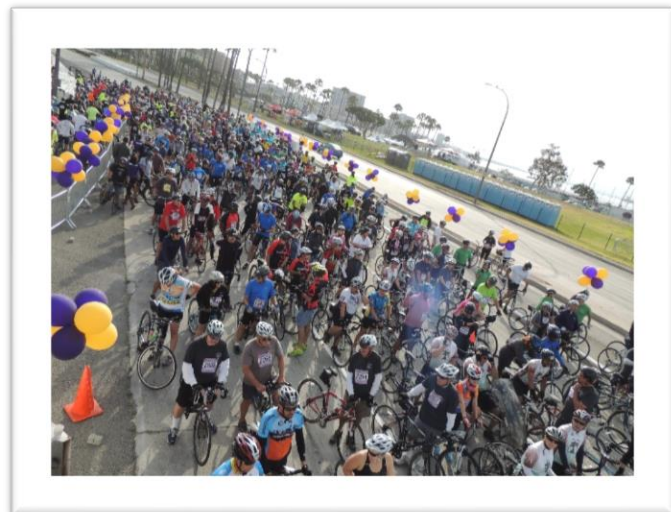
Last year, over 2,500 participants celebrated and relaxed after their ride at the Finish Line Festival; enjoying the music, beer garden, and many sponsor and cycling-focused vendor booths.

Over the years, the Tour of Long Beach Corporate Team Program has grown to 25 participating corporations.

Cycling has become the #1 fitness and health activity among adults.

In 2015-2018 the event brought cyclists in from Nevada, Arizona, and Colorado and as far as Florida and Canada to our great community.

The majority of participants that this event reaches are 25-55 years old; 65% male and 35% female.



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Sponsorship Levels:

Naming Sponsorship \$10,000 - Named as one of the official product sponsors of the Tour of Long Beach (i.e., official beer sponsor, official bike sponsor, official snack sponsor) - Individual start line banner and Finish Line Festival - Logo placement on official event jersey and merchandise - placement on all cyclist event bibs - 10 complimentary race registrations – 10 complimentary jerseys - A minimum of 15 announcements at the starting line and at the Finish Line Festival - 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 insert collateral in participant goodie bag

Anniversary Sponsor \$5,000 - Logo placement on start line banner and Finish Line Festival - Logo inclusion on the Tour of Long Beach website - Logo placement on all cyclist event bibs - Five complimentary race registrations - A minimum of 8 announcements at the starting line and at the Finish Line Festival - 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 insert collateral in participant goodie bag

Partner Sponsorship \$2,500 - Logo inclusion on the Tour of Long Beach website - Two complimentary race registrations with entrance to the new VIP tent - A minimum of 6 announcements at the starting line and at the Finish Line Festival - Vendor Booth at the Finish Line Festival to promote your business - Opportunity to place one banner at finish line (banner provided by sponsor) - Opportunity to insert collateral in participant goodie bag

In-Kind Sponsorship - Logo placement on start line banner and Finish Line Festival main stage banner - Logo inclusion on the Tour of Long Beach website - A minimum of 6 announcements at the starting line and at the Finish Line Festival - Vendor Booth at the Finish Line Festival to promote your business - Opportunity to place 2 banners at finish line (banner provided by sponsor) - Opportunity to insert collateral in participant goodie bag.



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Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Type Cash In-kind

Sponsorship Amount/Value: \$ _____

Payment made by check (make check payable to Parents Against Cancer)

Check Amount Enclosed: \$ _____

Payment made by credit card Visa MasterCard American Express

Name on Credit Card: _____ CSV _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Card #: _____ Expiration date: ____/____

Signature

Date

Please return completed form with payment to:

Jonathan Jaques Childrens' Cancer Institute
Attn: Tour of Long Beach
701 E. 28th Street, Suite 202
Long Beach, CA 90806

For questions, please contact Tony Cruz (562) 841-8326
Email: lcbikeambassador@gmail.com

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