

Sponsorship Package

Cycling For A Cause

Alaska to Panama
May to August 2007

BENEFITING

LIVESTRONG®

LANCE ARMSTRONG FOUNDATION

For further information please contact Michal Brichacek

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What is Cycling For A Cause?

Cycling for a Cause is an event created by an ordinary college student hoping to make a small difference in the world. This event is designed to raise funds for the Lance Armstrong Foundation as well as increase awareness about cancer. In order to bring awareness to this cause, he will cycle from one tip of North America to the other. In addition to bringing attention to this worthwhile cause, he aims to raise \$1 for every single kilometer he covers along the way.



The Lance Armstrong Foundation

The Lance Armstrong Foundation inspires and empowers people affected by cancer. They provide the practical tools and resources survivors need to live life on their own terms. Their goal is to create a fundamental change in the expectations and experience of living with cancer and to lead and sustain a survivorship movement to help eliminate suffering due to cancer. In the battle with cancer, unity is strength, knowledge is power and attitude is everything.

The Lance Armstrong Foundation was founded in 1997 by cancer survivor and champion cyclist Lance Armstrong and is located in Austin, Texas.



“One in three Americans will be told
they have cancer in their lifetime”



Planned Route

Although this route is not engraved in stone, it will remain fairly close to what is indicated in the map to the left.

Beginning on May 2nd I will start cycling from Anchorage, Alaska, Then plan is to then proceed to: Yukon Territory, British Columbia, Washington, Oregon, California, Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and finally Panama. The journey will be concluded once Panama City is reached.

Three states, two provinces and nine countries; a distance of well over 12,000 kilometers.

Meet the Rider

Michal Brichacek

Age: 20 Hometown: Windsor, ON

Currently a student at Wayne State University where he is studying Chemistry, ultimately hoping to attend medical school in the future. He is an avid lover of the outdoors, always trying to take the path less traveled. His other interests include fencing, skiing, and hiking. He lives by the philosophy that "life is not measured by the number of breaths we take, but by the moments that take our breath away."



I AM MICHAL. I LIVE STRONG.

Corporate Sponsorship

Help us to reach our fundraising goal while at the same time promoting your companies name and establishing a community friendly image. All donations benefit the Lance Armstrong Foundation, which is a 501 (c)(3) public charity. All corporate donations are therefore tax deductible as allowed by law.



Platinum Sponsor - \$1,200

- Company logo displayed (largest) on sponsors page of event website
- Corporate description listed on sponsors page of event website
- Company logo displayed (largest) on event t-shirts
- Permanent plaque awarded for display in company
- Complimentary event t-shirt

Gold Sponsor - \$600

- Company logo prominently displayed (larger) on sponsors page of event website
- Company logo displayed (larger) in prominent location of event t-shirts
- Permanent plaque awarded for display in company

Silver Sponsor - \$300

- Company logo displayed on sponsors section of event website
- Company logo displayed on event t-shirts
- Framed certificate awarded for display in business

Bronze Sponsor - \$150

- Company logo displayed on sponsors section of event website
- Company name listed on event t-shirts

Sponsorship Commitment Form

Please complete this form, make a photocopy for your records, then mail, fax, or e-mail to the address listed. Donations can be made by check or credit card. Visit the "Donate" tab on our website for detailed payment instructions.

Michal Brichacek
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E-Mail: mbrichacek@cyclingforacause.com

Name _____ Title _____

Organization _____

Address: _____

City _____ Prov/State _____ Postal/Zip _____

Phone _____ Fax _____

E-mail _____

Company Website _____

We wish to support Cycling For A Cause by the method indicated below:

Corporate Sponsorship

- Platinum Sponsor \$1,200
- Gold Sponsor \$600
- Silver Sponsor \$300
- Bronze Sponsor \$150

Donate To Help Offset My Costs

There are obviously costs associated with putting on such an event. If you wish to make a donation to help me offset some of the costs of this trip please visit my website and click on the "Donate" tab for more information on how to do so.

Signature _____ Date _____ **5**