



# PMC KIDS RIDES LEXINGTON

## 2019 SPONSORSHIP

### Many kids, many bikes, one mission: Cure Cancer

On September 15, Lexington will hold its fifth annual Pan-Mass Challenge (PMC) Kids Ride to raise money for life-saving cancer research and treatment at the Dana-Farber Cancer Institute. The PMC is the most successful athletic-based charity in the country raising \$654 million since its inception in 1980. The Kids Ride program was started in 2005 – it now includes over 33 towns, has raised over \$9 million, and is a fantastic way for children to participate in philanthropy, physical activity and the camaraderie of working towards a worthy goal – fighting cancer.

Last year, the Lexington Ride increased its fundraising efforts and raised \$127,000 from 400 Rider Participants, 38 Sponsors, and a very successful Raffle. But we know we can do more! Our 2019 goal is to raise over \$125,000. This event is personal for many because Lexington is home to elementary school students, Norah Weeks and Hugh Clivaz, who have each been battling cancer for three years. They will be our Pedal Partners as their bravery inspires us to ride, volunteer and fundraise for this important cause. We are also reminded how important our mission is as we remember our original Pedal Partner, Quinn Amsler.

### Visibility through Sponsorship

We ask for your sponsorship support to reach our goals. A small portion of your generous contribution will help underwrite the modest expenses of the Lexington PMC Kids Ride, and the remainder will join forces with 100% of all the dollars raised by the riders to fund life-saving research and treatment at the Dana-Farber Cancer Institute. Sponsorship will show your support of the community and the fight against cancer, as well as enable you to gain valuable exposure across Lexington at an event that has become a beloved annual tradition.

As a sponsor of the Lexington PMC Kids Ride, we will put **your business in front of more than 800 event attendees and the entire Lexington Community** who will learn of your commitment to the PMC mission. Please see the details of support levels on the accompanying page. We hope you will consider becoming a 2019 supporter for the Lexington PMC Kids Ride. For more information, please contact us at [cindykeeks@gmail.com](mailto:cindykeeks@gmail.com), [lauraclewis@gmail.com](mailto:lauraclewis@gmail.com) or [timothy.weeks@gmail.com](mailto:timothy.weeks@gmail.com). We would be happy to discuss sponsorship opportunities.

**Thank you for contributing a monetary sponsorship to this great cause.**



## SPONSORSHIP RECOGNITION

|   | \$5,000 | \$2,500 | \$1,500 | \$500 | \$250 |
|---|---------|---------|---------|-------|-------|
| Cowbell Anchor - Name/Logo on Cowbell Given to Every Rider    | X       |         |         |       |       |
| Photo Booth Anchor – Name/Logo Photo Booth Sign               | X       |         |         |       |       |
| Name/Logo on Cinch Sack Bag Given to Every Rider              | X       | X       |         |       |       |
| Custom Lexington PMC Kids Ride Facebook Promotion             | X       | X       |         |       |       |
| PMC Annual Yearbook Listing                                   | X       | X       |         |       |       |
| Event Tent for Business Promotion                             | X       | X       | X       |       |       |
| Sponsorship announced at PMC Kids Ride Opening Ceremony       | X       | X       | X       |       |       |
| Banner displayed at event (provided by company)               | X       | X       | X       | X     |       |
| Company Literature and/or Giveaway in Rider Cinch Sack Bags   | X       | X       | X       | X     |       |
| Name on Lexington PMC Kids Ride Website Sponsor Page          | X       | X       | X       | X     | X     |
| Name Listed on Flyer in Rider Cinch Sack Bags                 | X       | X       | X       | X     | X     |
| Name Listed on Event Sponsor Banner                           | X       | X       | X       | X     | X     |
| Name Listed in Thank You Email Blast                          | X       | X       | X       | X     | X     |
| Name Listed in Lexington Minuteman Letter to Editor Thank You | X       | X       | X       | X     | X     |



It has been humbling and inspiring to Norah and our family to watch our community rally around her in support of her fight and donate to Dana-Farber in support of research and treatment for Norah and all those affected by cancer. In 2015 Norah was too weak to ride but came to watch and cheer on Quinn and fellow riders and carried the positive momentum she felt with her for the entire year. Throughout the year, she became stronger and healthier and was determined to ride. In 2016, watching her ride with her friends and her community was a moment we will never forget and something she proudly talks about often. In 2017 and 2018 Norah was even stronger thanks to her amazing team at Dana-Farber - Jimmy Fund Clinic. We thank every single donor, rider and volunteer for their support of the PMC Kids Ride.



- Lauren Weeks, Mom to Pedal Partner, Norah

Lexington PMC Kids Ride Committee: Caren Deardorf, Chris & Kim Hine, Tamara Jo, Pete & Cindy Kuechle, Laura Lewis, Jackie Lupone, John Mazerall, Greg Poulos, Emily Sayre, and Tim & Lauren Weeks

# SPONSORSHIP FORM

We are so grateful for your generous support to help cure cancer! Please **return this form by May 31** so that we can maximize your exposure to our participants and the Lexington Community.

## SPONSORSHIP CATEGORY

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> COWBELL ANCHOR: \$5,000     | <input type="checkbox"/> PLATINUM: \$2,500 | <input type="checkbox"/> SILVER: \$500  |
| <input type="checkbox"/> PHOTO BOOTH ANCHOR: \$5,000 | <input type="checkbox"/> GOLD: \$1,500     | <input type="checkbox"/> BRONZE: \$250  |
|  |  | <input type="checkbox"/> Other: \$_____ |

## METHOD OF PAYMENT

- ☐ Sponsor online payment at <https://donate.kids.pmc.org/lexington>
- ☐ Sponsor check payment made payable to **Pan-Mass Challenge**

## INFORMATION

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Forms and checks may be sent to Sponsor Committee members at below addresses. Please email us to make arrangements for donation items to be picked up or delivered.

Cindy and Peter Kuechle  
17 Audubon Road  
Lexington, MA 02421  
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[pkuechle@yahoo.com](mailto:pkuechle@yahoo.com)  
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