



## A message to **Community Sponsors**

### **THANK YOU TO OUR EASTON COMMUNITY SPONSORS!**

The 356 dedicated participants, volunteers, and sponsors of the 2018 Easton's PMC Kids Ride made it possible to surpass our 2018 donation goal by raising \$57,000! **Easton's PMC Kids Ride was the 2<sup>nd</sup> largest PMC KIDS RIDE event in 2018!** We are so proud of these kids, and thankful for all the wonderful, giving families, friends and community vendors and sponsors that come out to support the event each year! We are thrilled to say, in 2018 the PMC Kids Rides Program raised over \$954,000 to benefit Dana-Farber Cancer Institute's Jimmy Fund!<sup>1</sup>

## Please join us in support of Easton's upcoming 6<sup>th</sup> Annual **Pan-Mass Challenge KIDS RIDE**

Your sponsorship will help Easton's PMC Kids Ride reach our 2019, \$60,000 fundraising goal, and make it possible for the PMC Kids Rides Program to reach its 2019 goal of donating one million dollars to benefit Dana-Farber Cancer Institute's research, treatment and care for **patients and families**. Check out a prior year recap Video located on the PMC Kids Rides website, direct link: <https://vimeo.com/241006570>



*It takes a village.* With thanks to over 350 devoted and enthusiastic young riders, more than 100 volunteers, generous supporters, and thanks to our dedicated support of town services and faculty from our schools, we continue **our annual bike-a-thon. Your support makes a difference! Please join our volunteer-powered mission to cure cancer!**



### **Why Sponsor Our Event?**

- ✓ JOIN THE MISSION to provide a safe and fun event where kids are helping kids, having a good time and doing good work, while raising money for Dana-Farber Cancer Institute.
- ✓ GIVE BACK to your community by helping those who need it most.
- ✓ INCREASE your brand exposure and elevate your corporate identity within the community.
- ✓ STRENGTHEN your company's reputation as a good corporate citizen to your customers, and employees

**6<sup>th</sup> Annual**

## **PMC Kids Ride - Easton PARKVIEW SCHOOL, Sat., April 27**

**Event: 9-11:30AM.** Note: Rider Bag Pick-up will be on Friday, April 26th @ Parkview School 5:30-7:30PM

The **Easton Pan-Mass Challenge (PMC) Kids Ride** is a way for children to become involved in philanthropy and community activities at an early age while learning the valuable lesson of how good it feels to do something that benefits others. Young riders, their families and local supporters come together to raise money for the Dana-Farber Cancer Institute's Jimmy Fund. We are working together as a community to find a Cure for CANCER. The PMC Kids Rides program raises funds that go directly to help fund cancer research, and care for patients and their families at DFCI. 100% of rider-raised fundraising dollars benefits DFCI.

Please find attached details about Community Sponsorship Opportunities along with links to past event details. Note that 2019 event updates to the Easton PMC Kids Ride website are posted as they become available in 2019.

Your sponsorship of Easton's children's bike-a-thon will help to keep event costs down which will increase our donation to benefit the Dana-Farber Cancer Institute's Jimmy Fund. 100% of rider-raised money benefits Dana-Farber Cancer Institute. Donations benefit research, treatment and care for children and families impacted by cancer in your community. Thank you for considering sponsoring Easton's PMC Kids Ride event.

<sup>1</sup>Check-out all the 2018 Pan-Mass Challenge (PMC) details at <https://www.pmc.org/pmc-yearbook>.

# PMC Kids Ride - Easton Community Sponsorship Opportunities

With Easton's PMC Kids Ride bike-a-thon, your company will be seen throughout the local community and extended Pan-Mass Challenge community as a business that cares about children and the health of our community.

We welcome donations of all-kinds so just let us know if you have questions. Questions can be directed to Easton PMC Kids Ride Coordinator, Julie Paquin @ [4julies@gmail.com](mailto:4julies@gmail.com) or by calling 508.333.0791.



Kids Ride (Easton) event sponsorship & supporting donations will put your company's name in event communications (+)(\*)(\*\*).

	Supporter	Exhibitor / Educator	Host Sponsor
<b>Before Event</b>		Your company's name in Event Posters	Ride website acknowledgement / URL to your own corporate webpage. Shout out on our Easton PMC Kid's Ride FB page; Featured Sponsor in Email Blasts.; Your Logo Placement on Event Posters displayed at your company and community-related locations
<b>During Event</b>	Event Day signage Event Day Program acknowledgement	Exhibitor Table day of event, if desired*.; Sponsorship Shout-outs.; Event Day Program acknowledgement	Exhibitor Table day of event (Premier, High Traffic Placement) – Opportunity to have banner displayed at the event*.; Title Sponsorship (Signage in key event areas).; Sponsorship Shout-outs; Event Day Program acknowledgement
<b>After Event</b>		Newsletter Acknowledgement	Newsletter Acknowledgement.; Sponsorship Preview (Get a jump start on next year!)
<b>Donation</b>	<b>\$250</b>	<b>\$500</b>	<b>\$1,000</b>

## IN-KIND SPONSORSHIP

Sponsorship benefits for in-kind donations will be based upon value offered. For example, your company can provide a message to riders, brochures and marketing materials that will be included in Rider Bags provided to Registered Riders. We are happy to arrange for pick-up of your donation and sponsorship information as well as to discuss pick-up/drop-off locations for your marketing materials\*\*.

There is no rain-date for this event.

(+) Recognition and benefits outlined above is at the discretion of the local Volunteer Event Organizer to implement to the extent of their local resources and capabilities. Logo recognition on the website is not delineated by Sponsor donation level.

(\*) These benefits are at sponsor's own expense.

(\*\*)Printed message to riders or marketing materials you wish to be included in PMC Kids Rider Bags must be delivered by **April 20, 2019**.

PMC Kids Rides registration website (2019 website available in mid-late February): <http://www.kids.pmc.org/easton.aspx>. Pan-Mass Challenge is a non-profit organization, all donations are tax deductible. Tax ID / EIN number is **04-2746912**.



## Sponsorship Information (please complete)

Please complete below information. Please mail, along with check for monetary donations payable to "PMC", by **March 15, 2019** to: PMC Kids Ride - Easton, C/O Julie Paquin, PO Box 254, North Easton, MA 02356.

SPONSOR INFORMATION	
CONTACT PERSON	
ADDRESS	
CONTACT PHONE NUMBER	
CONTACT <b>EMAIL ADDRESS</b>	
WEBSITE ADDRESS (IF APPLICABLE)	
COMMENT / DONATION	

We look forward to your support. This event would not be possible without the support of our Community and Sponsors like you!! Thank You!