HUNTSMAN SPORTS FESTIVAL

SPONSORSHIP OPPORTUNITIES

RUN, WALK, RIDE, FIGHT CANCER
ABOUT THE EVENT

WHEN: SAT. JUNE 15, 2019
WHERE: FORT DOUGLAS FIELD AT THE UNIVERSITY OF UTAH

HUNTSMAN140.COM

The Huntsman 140 is a non-competitive road cycling event with distance options from 25-miles to 140-miles out-and-back from Salt Lake City, and a 140-mile route starting in Delta, Utah that can be ridden solo or as a relay team. All distances finish on the University of Utah campus.

HUNTSMAN5K.COM

The Huntsman 5K is a family-friendly fun run for cancer research. The run begins and ends in the beautiful Fort Douglas area of the University of Utah campus, and takes place shortly after the Huntsman 140 riders leave the starting line. There is a Kid’s Fun K run option for children ages one through twelve.

PARTICIPANT PERKKS

- Option to sign up solo or with a team and receive a personal fundraising web page
- Run, walk, or ride for cancer research
- A cycling training program with coaches who plan and map out weekly training rides
- On-course support:
  - Huntsman 5K has water stops
  - Huntsman 140 has rest stops with water and snacks, and lunch stop for longer distance riders
- Live music, food, drinks, giveaways from sponsors, games, and a kid’s zone play area at the Finish Line Festival
- Incentives for reaching different fundraising levels (shirts, jerseys, jackets, cycling bibs, and more)
- Join the ranks of over one-million donors to Huntsman Cancer Institute

Contact Us: events@huntsmanfoundation.org | 801.584.5800
RESULTS FROM 2018

$715,000+ RAISED FOR CANCER RESEARCH

PARTICIPANTS FROM 23 STATES

CORPORATE PARTNERSHIPS

qualtrics  ZURIXX

DOMINION ENERGY  NATE WADE SUBWAY  MasterControl  Cityworks

DYNO  ZIONS BANK  NEXUS  WELLA  Chicago Bulls  Trail Truffles

aetna  THE CHEF OF RUN  AbbVie

RUNNER PARTICIPATION 2018

1,153
55% FEMALE  45% MALE

CYCLIST PARTICIPATION 2018

717
26% FEMALE  74% MALE

STATES WITH REGISTRANTS

23 STATES

RUNNER AGE RANGE

1-79
19% IN THEIR 20'S
23% IN THEIR 30'S
15% IN THEIR 40'S

CYCLIST AGE RANGE

10-75
23% IN THEIR 20'S
19% IN THEIR 30'S
18% IN THEIR 40'S

$715,000+ RAISED FOR CANCER RESEARCH
ABOUT HUNTSMAN CANCER INSTITUTE

HUNTSMAN CANCER INSTITUTE’S MISSION

To understand cancer from its beginnings, to use that knowledge in the creation and improvement of cancer treatments, to relieve the suffering of cancer patients, and to provide education about cancer risk, prevention, and care.

WHY SUPPORT HUNTSMAN CANCER INSTITUTE?

We imagine a time when cancer is no longer the leading cause of death for people under age 85. We envision a time when cancer is eradicated altogether. Thanks to research, many forms of cancer are now prevented entirely or diagnosed in their earliest, most treatable stages. Thanks to research, new treatments and interventions exist for advanced cancers.

By funding efforts to better understand the beginnings of cancer and more effectively treat cancer, you help relieve suffering and improve the quality of life for cancer patients, survivors, and their families when you give. Cancer patients, caregivers, and donors are encouraged to come together in a myriad of ways to fight cancer individually and collectively through fundraising programs and events like the Huntsman 140 and Huntsman 5K.
BENEFITS AND OPPORTUNITIES OF PARTNERING WITH US

- Partnering with a high profile charity event is a great way to put your business in the spotlight.
- Build brand loyalty and satisfy the need for corporate social responsibility; specifically within the cancer community.
- Generate leads and new contacts.
- Provide an opportunity to build camaraderie among employees by attending a fun event and supporting a meaningful cause.
- Get your brand noticed and build relationships with people in the cycling and running communities, residents of Utah, and the cancer community.
- Give attendees a taste of your business by showing off your brand’s personality at the Finish Line Festival.
- Co-brand with a Huntsman Cancer Foundation event and receive exposure through public relations and marketing efforts.
- 100% of all donations, funds raised, and registration fees are donated to cancer research.
PUBLIC RELATIONS AND MARKETING

• 23,430 users visited the website
  o 34,205 sessions
• 100 posters and 5,500 postcards distributed
• 3,000 people reached through 4 emails sent to cycling and running lists
• 44,400 people reached through social media
• Media attention from ABC4 Utah, KUTV, KSL, and more
  o 9 Broadcast Segments - 12,097,049 Impressions
  o 7 Online Placements - 1,027,614 Impressions

The Huntsman 140 is a non-competitive road cycling event with distance options from 30-miles to 140-miles, and a relay option for the 140-mile distance. All distances finish at the Fort Douglas area of the University of Utah campus.

The Huntsman 5K is a family-friendly fun run for cancer research. The run begins and ends in the beautiful Fort Douglas area of the University of Utah campus, and takes place shortly after the Huntsman 140. The 5K features events for children ages one through twelve. All participants will receive an event t-shirt.

• Sign up solo or with a team
• Choose to run, walk, or ride for cancer research
• On-course support
• Finish Line Festival with live music and a Kid’s Zone play area
• Fundraising awards and prizes
• VIP Lounge for top fundraisers

NEW PARTICIPANT PERKS
@ HuntsmanHeroes
@ HuntsmanHeroes
@ HuntsmanHeroes
HUNTSMAN5K.COM
Contact our team: events@huntsmanfoundation.org | 801.584.5800
HUNTSMAN140.COM
Below is an inventory of all Huntsman 140 sponsorship opportunities and the benefits of each sponsorship. Additional information about each opportunity can be found in the pages that follow.

<table>
<thead>
<tr>
<th>Benefit to Sponsor</th>
<th>$100,000</th>
<th>$75,000</th>
<th>$50,000</th>
<th>$25,000</th>
<th>$20,000</th>
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<tr>
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<tr>
<td>Verbal recognition from finish line announcer during event</td>
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<td>Recognition on Social Media</td>
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<tr>
<td>On-site activation at the Finish Line Festival</td>
<td>20' x 20'</td>
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<td>Logo on all Huntsman 5K event signage</td>
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<tr>
<td>Company logo at feed stations and finish line</td>
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<tr>
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<tr>
<th>Benefit to Sponsor</th>
<th>Presenting Sponsor</th>
<th>Kid's Fun K Presenting</th>
<th>Nutrition &amp; Fuel Sponsor</th>
<th>Gel/Fuel Station</th>
<th>Photo Booth</th>
<th>Mile</th>
<th>Supporter</th>
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<thead>
<tr>
<th>Benefit to Sponsor</th>
<th>Presenting Sponsor</th>
<th>Kid's Fun K Presenting</th>
<th>Nutrition &amp; Fuel Sponsor</th>
<th>Gel/Fuel Station</th>
<th>Photo Booth</th>
<th>Mile</th>
<th>Supporter</th>
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</thead>
<tbody>
<tr>
<td>Logo on all event emails</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on event website</td>
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<tr>
<td>Logo on sponsor banner</td>
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<tr>
<td>Opportunity to place branded material in participant bags</td>
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<tr>
<td>Sponsorship and fundraising kit</td>
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<tr>
<td>Verbal recognition from finish line announcer during event</td>
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<td>Recognition on social media</td>
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</tbody>
</table>

| Event registrations                                                               | ✓                  | ✓                      | ✓                        | ✓                | ✓          | ✓    | ✓          |

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Presenting Sponsor

BEFORE THE EVENT

• 100 rider entries - all cyclists will receive the event shirt and cycling jersey
  o Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
• Co-brand the Huntsman 140 event and event logo
• Company logo on all marketing and event collateral
• Logo on all event emails
• Presenting sponsorship mentioned in all media alerts and press releases
• Recognition on social media
• Sponsorship and fundraising kit
• Logo on Huntsman 140 website

DURING THE EVENT

• On-site activation at the Finish Line Festival – 20 ft. x 20 ft.
• Logo on Huntsman 140 race bibs and shirt
• Logo on all Huntsman 140 event signage
• Opportunity to speak at the start line
• Opportunity for interview with any attending media
• Logo on Huntsman 140 jersey
• Logo on sponsor banner
• Verbal recognition from finish line announcer during event
• Opportunity to place branded material in participant bags

AFTER THE EVENT

• Inclusion in thank you email to all participants
• First right of refusal for next year’s sponsorship
• Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

ONE (1) HUNTSMAN 140 PRESENTING SPONSOR - $100,000

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BEFORE THE EVENT

- 400 entries to the Huntsman 5K and Huntsman Kid’s Fun K
  o Huntsman 140 registrations are also available
- Co-brand the Huntsman 5K event and event logo
- Company logo on all marketing and event collateral
- Logo on all event emails
- Presenting sponsorship mentioned in all media alerts and press releases
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on Huntsman 5K website

DURING THE EVENT

- On-site activation at the Finish Line Festival – 20 ft. x 20 ft.
- Logo on Huntsman 5K race bibs and shirt
- Logo on all Huntsman 5K event signage
- Opportunity to speak at the start line
- Opportunity for interview with any attending media
- Logo on sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

AFTER THE EVENT

- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

ONE (1) HUNTSMAN 5K PRESENTING SPONSOR - $100,000
BEFORE THE EVENT

• 150 general registrations for the Huntsman 5K and Huntsman Kid’s Fun K
  o Huntsman 140 registrations are also available
• Co-brand the Huntsman Kid’s Fun K event and event logo
• Company logo on all marketing and event collateral
• Logo on all event emails
• Presenting sponsorship mentioned in all media alerts and press releases
• Recognition on social media
• Sponsorship and fundraising kit
• Logo on Huntsman 5K and Huntsman Kid’s Fun K website

DURING THE EVENT

• On-site activation at the Finish Line Festival – 20 ft. x 20 ft.
• Logo on Huntsman Kid’s Fun K race bibs and shirt
• Logo on all Huntsman Kid’s Fun K event signage
• Opportunity to speak at the start line
• Opportunity for interview with any attending media
• Logo on sponsor banner
• Verbal recognition from finish line announcer during event
• Opportunity to place branded material in participant bags

AFTER THE EVENT

• Inclusion in thank you email to all participants
• First right of refusal for next year’s sponsorship
• Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

ONE (1) KID’S FUN K PRESENTING SPONSOR - $35,000
The nutrition and fuel sponsor provides runners and cyclists with nutritious fuel and snacks at feed stations on the course and at the finish line. This partnership opportunity gives the sponsor exclusive rights to have their product(s) used as fuel sources for runners and cyclists at the Huntsman Sports Festival.

The nutrition and fuel sponsorship provides support to Huntsman Cancer Foundation by donating product and/or cash. Benefits for this sponsorship package are based on the estimation that the fair market value of the needed product is $20,000. This sponsorship package includes:

**BEFORE THE EVENT**
- Event registrations:
  - 35 Huntsman 140 rider entries - all cyclists will receive the event shirt and cycling jersey
  - OR
  - 100 entries to the Huntsman 5K and Huntsman Kid’s Fun K
- Company branding on all print advertising and event collateral
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

**DURING THE EVENT**
- Exclusive right to provide fuel and snacks for runners and cyclists at aid stations and at the finish line
- Company logo at feed stations and finish line
- On-site activation at the Finish Line Festival - 20 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**ONE (1) NUTRITION AND FUEL SPONSOR - $25,000**
The Support and Gear (SAG) vehicle sponsor is responsible for providing SUV type vehicles to provide on-course support for Huntsman 140 cyclists. This sponsorship package includes:

### BEFORE THE EVENT
- 30 rider entries - all cyclists will receive the event shirt and cycling jersey
  - Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
- Company branding on all print advertising and event collateral
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on Huntsman 140 website

### DURING THE EVENT
- Opportunity to brand all SAG vehicles
- On-site activation at the Finish Line Festival - 20 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

### AFTER THE EVENT
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

### ONE (1) SAG VEHICLE SPONSOR
- $20,000

**SAG VEHICLE SPONSOR**
The Support and Gear (SAG) vehicle sponsor is responsible for providing SUV type vehicles to provide on-course support for Huntsman 140 cyclists. This sponsorship package includes:

### BEFORE THE EVENT
- 30 rider entries - all cyclists will receive the event shirt and cycling jersey
  - Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
- Company branding on all print advertising and event collateral
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on Huntsman 140 website

### DURING THE EVENT
- Opportunity to brand all SAG vehicles
- On-site activation at the Finish Line Festival - 20 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

### AFTER THE EVENT
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

### ONE (1) SAG VEHICLE SPONSOR
- $20,000
There is a lunch stop in Saratoga Springs for the longer distance riders. The Lunch Sponsor is responsible for providing lunch at the Saratoga Springs stop for cyclists to refuel mid-way through the ride. This sponsorship package includes:

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**BEFORE THE EVENT**
- 20 rider entries - all cyclists will receive the event shirt and cycling jersey
  - Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
- Company branding on all print advertising and event collateral
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on Huntsman 140 website

**DURING THE EVENT**
- Opportunity to name and brand the lunch stop in Saratoga Springs, UT
- On-site activation at the Finish Line Festival – 20 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**ONE (1) LUNCH SPONSOR - $15,000**
There is a buffet of food and snacks at the end of the Huntsman 5K and Huntsman 140 to help runners and riders replenish at the finish line. The Refuel Sponsor is responsible for providing sustenance for all event participants at the Finish Line Festival. This sponsorship package includes:

**BEFORE THE EVENT**
- 75 general registrations for the Huntsman 5K and Huntsman Kid’s Fun K
  - Huntsman 140 registrations are also available
- Company branding on all print advertising and event collateral
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on Huntsman 5K website

**DURING THE EVENT**
- Opportunity to name and brand the food area at the Finish Line Festival
- On-site activation at the Finish Line Festival – 20 ft. x 10 ft.
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**ONE (1) REFUEL SPONSOR - $15,000**
The Finish Line Festival is a tree-shaded area at the Fort Douglas Officer’s Circle where we welcome back the runners and riders with food, live music, and fun and games for all ages. The bandstand is the very center of all festivities with live music being played throughout the day. This sponsorship package includes:

**BEFORE THE EVENT**
- Event registrations:
  - 15 rider entries - all cyclists will receive the event shirt and cycling jersey
  - OR
  - 50 general registrations for the Huntsman 5K and Huntsman Kid’s Fun K
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

**DURING THE EVENT**
- Company branding on the bandstand at the Finish Line Festival
- On-site activation at the Finish Line Festival - 10 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**ONE (1) STAGE AND ENTERTAINMENT SPONSOR - $10,000**
PHOTO BOOTH SPONSOR

BEFORE THE EVENT

- Event registrations:
  - 8 rider entries - all cyclists will receive the event shirt and cycling jersey
  - OR
  - 25 general registrations for the Huntsman 5K and Huntsman Kid's Fun K
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

DURING THE EVENT

- Opportunity to name the photo booth
- Company branding on photo strips
- On-site activation at the Finish Line Festival - 10 ft. x 10 ft.
- Logo on sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

AFTER THE EVENT

- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

ONE (1) PHOTO BOOTH SPONSOR - $5,000

There are activities for everyone to enjoy at the Finish Line Festival. The photo booth is a popular and fun way for participants, family, and friends to celebrate and memorialize their accomplishments on event day. This sponsorship package includes:
At the end of the ride, there is a Finish Line Festival with food, live music, and fun and games for all ages. A bike valet is provided for cyclists to store their bikes while they enjoy the festivities and celebrate. This sponsorship package includes:

**BEFORE THE EVENT**
- 8 rider entries - all cyclists will receive the event shirt and cycling jersey
  - Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

**DURING THE EVENT**
- Company branding on bike valet at the Finish Line Festival
- On-site activation at the Finish Line Festival - 10 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**ONE (1) BIKE VALET SPONSOR - $5,000**

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All Rest Stop sponsors will have the opportunity to name and brand a rest stop on the Huntsman 140 course. The sponsoring companies are encouraged to staff their sponsored stop with employees or volunteers to cheer on and engage with the cyclists. All rest stop staff receive a TEAM event shirt. This sponsorship package includes:

**BEFORE THE EVENT**

- 8 rider entries - all cyclists will receive the event shirt and cycling jersey
  - Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

**DURING THE EVENT**

- Opportunity to name and brand a rest stop
  (example: Crestview Water Stop sponsored by [company name])
- Company branding on route maps and flags marking the rest stop (with a three-year commitment)
- On-site activation at the Finish Line Festival – 10 ft. x 10 ft.
- Logo on Huntsman 140 jersey
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**

- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**FOUR (4) REST STOP SPONSORSHIPS AVAILABLE - $5,000**
A 5K is 3.1 miles, and at the beginning of each mile we have music playing, signage, and a blowup arch. Mile sponsors will have the opportunity to name and brand their mile on the Huntsman 5K route. The sponsoring companies are encouraged to staff their sponsored mile with employees or volunteers to cheer on the runners. Past mile themes include Research = Hope, Community, Love, and Victory. This sponsorship package includes:

**BEFORE THE EVENT**
- 25 general registrations for the Huntsman 5K and Huntsman Kid's Fun K
- 20 Huntsman 140 registrations are also available
- Logo on all event emails
- Recognition on social media
- Sponsorship and fundraising kit
- Logo on event website

**DURING THE EVENT**
- Opportunity to name and brand a mile (example: the Hope Mile sponsored by [company name])
- Opportunity to activate and engage runners along the sponsored mile
- On-site activation at the Finish Line Festival - 10 ft. x 10 ft.
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

**AFTER THE EVENT**
- Inclusion in thank you email to all participants
- First right of refusal for next year’s sponsorship
- Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

**FOUR (4) MILE SPONSORSHIPS AVAILABLE - $5,000**
BEFORE THE EVENT

• 8 rider entries - all cyclists will receive the event shirt and cycling jersey
  o Huntsman 5K and Huntsman Kid’s Fun K registrations are also available
• Logo on all event emails
• Recognition on social media
• Sponsorship and fundraising kit
• Logo on event website

DURING THE EVENT

• Opportunity to name and brand the beer garden at the Finish Line Festival
• On-site activation at the Finish Line Festival – 10 ft. x 10 ft.
• Logo on Huntsman 140 jersey
• Logo on the sponsor banner
• Verbal recognition from finish line announcer during event
• Opportunity to place branded material in participant bags

AFTER THE EVENT

• Inclusion in thank you email to all participants
• First right of refusal for next year’s sponsorship
• Invitation to attend Huntsman Cancer Foundation’s annual end-of-year celebration

ONE (1) BEER GARDEN SPONSOR - $5,000
BEFORE THE EVENT

- Event registrations:
  - 4 Huntsman 140 rider entries – cyclists will receive the event shirt and cycling jersey
  - 15 entries to the Huntsman 5K and Huntsman Kid’s Fun K
- Sponsorship and fundraising kit
- Recognition on social media
- Logo on event website

DURING THE EVENT

- On-site activation at the Finish Line Festival – 10 ft. x 10 ft.
- Logo on the sponsor banner
- Verbal recognition from finish line announcer during event
- Opportunity to place branded material in participant bags

AFTER THE EVENT

- Inclusion in thank you email to all participants

MULTIPLE SUPPORTER SPONSORSHIPS AVAILABLE - $2,500
HUNTSMAN
SPORTS FESTIVAL

JOIN OUR RANKS

CONTACT OUR TEAM

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