



## **Cancervive Peloton Project**

9-day 24-hour cycling relay from Calgary to Philadelphia  
Raising funds for Wellspring Calgary  
In support of local Cancer Survival programs  
*Event Date: August 2008*

[www.cancervive.ca](http://www.cancervive.ca)

**Sponsorship Brochure**

## SUMMARY

### THE NEED

The cancer experience is extremely difficult for patients and their families. It is often made by trial and error through a maze of health and supportive care systems. There is a critical need for support of person-centered survivor programs for cancer patients, their families and their caregivers, particularly post treatment.

### THE SOLUTION

Cancervive is a non-profit organization established to raise awareness and support for Canadian Cancer Survivors and their families. The Cancervive Foundation of Alberta is the umbrella organization that administers and directs Cancervive activities.

### THE CANCERVIVE PELOTON PROJECT (CPP)

Originally known as the Calgary to Austin Peloton Project (CTAPP), the Cancervive Peloton Project (CPP) is Cancervive's flagship event – aimed at ambassadorship of cancer survivors and awareness of their issues. The **annual nine-day bike excursion** from Calgary features a group of 30 riders in pelotons of six, cycling relay style 24 hours a day. Starting in 2008, Cancervive will alternate destinations to cities that host a **Lance Armstrong's LiveSTRONG™ charity bike ride**. In 2008 Philadelphia will be the destination city and the route will cross Canada to unite Canadians for this cause. Cyclists will arrive in Philadelphia in time to participate in the **LiveSTRONG™** event. In addition to the cyclists, up to **30 cancer warriors** will be flown down to participate in the **LiveSTRONG™** event. **The LiveSTRONG event series is recognized as the largest charity bike ride of this kind and over the past two years Cancervive has been recognized 2<sup>nd</sup> largest in participants and the largest international contingent.**

### THE CANCERVIVE WARRIOR PROGRAM

The journey through Cancer treatment can be a spiritual drain on patients and their families. The Warrior Program offers some relief and at the same time gives a dose of hope and inspiration. Each rider will sponsor a Warrior to fly to Philadelphia to participate in the weekend's events and celebrate Survivorship

### THE OPPORTUNITY

**We are inviting sponsors to participate in the opportunity to partner with the Cancervive Peloton Project, a unique and well recognized awareness event.**

## THE NEED

The cancer experience is extremely difficult for patients and their families. It is often made by trial and error through a maze of health and supportive care systems. There is a critical need for support of person-centered survivor programs for cancer patients, their families and their caregivers, particularly post treatment. Thanks to advanced studies and research investment, more and more people are surviving Cancer. Through hope, inspiration and commitment, there is a need to continue working together in support of those living with and surviving beyond Cancer.



## THE SOLUTION

Cancervive is a non-profit organization established to raise awareness and support for Canadian Cancer Survivors and their families. The Cancervive Foundation of Alberta is the umbrella organization that administers and directs Cancervive activities. Completely volunteer based, 100% of all donated funds are directed to local Cancer Survival programs.

An example of the type of programs supported by Cancervive includes Wellspring Calgary. A community-based center, Wellspring provides a wide range of cancer support programs and services to serve the emotional, social, and informational needs of people living with cancer, and those who care for them. Wellspring programs are provided at no cost to the user. These include:

- ✚ Peer support by trained volunteers who are cancer survivors or have been caregivers to a person with cancer;
- ✚ Newsletters, books, website and internet centre to provide up-to-date information;
- ✚ Support groups where survivors and caregivers can share experiences and learn together;
- ✚ Recognized coping strategies such as yoga, tai chi, visualization and meditation;
- ✚ Individual support such as Reiki, Therapeutic Touch and Reflexology to promote a sense of wellness and relaxation;
- ✚ Workshops and information sessions which offer practical advice on the day-to-day considerations of living with cancer.

More information about Wellspring Calgary can be found at: [www.wellspringcalgary.ca](http://www.wellspringcalgary.ca)



## THE CANCERVIVE PELOTON PROJECT (CPP)

During the spring of 2005 a group of cycling friends from Calgary decided to organize a cycling trip to Austin, Texas. Their purpose was to arrive in time to participate in Lance Armstrong's annual fundraising cycling event and in the process raise funds for cancer survivorship programs. The idea rapidly spread and the Calgary to Austin Peloton Project (CTAPP) was established. From these humble beginnings the project has rapidly grown to an annual event incorporating 30 riders completing the journey and raising annual donations exceeding \$400,000 per year to support cancer survivor programs.

In 2007, the Cancervive Foundation of Alberta was established to allow for the continued expansion of the project, the associated fundraising events and the Warrior program.

The Cancervive Peloton Project (CPP) is Cancervive's flagship event – aimed at ambassadorship of cancer survivors and awareness of their issues. The **annual eight-day bike excursion** from Calgary features a group of 30 riders in pelotons of six, cycling relay style 24 hours a day. Starting in 2008, Cancervive will alternate destinations to cities that host a **Lance Armstrong's LiveSTRONG™ charity bike ride**. In 2008 Philadelphia will be the destination city and the route will cross Canada to unite Canadians for this cause.

Throughout the 2,800-mile trek, the riders are assisted by support vehicles. In its **fourth year**, this year's ride takes place **August 2008**. Cyclists will arrive in Philadelphia in time to participate in **Lance Armstrong's LiveSTRONG™ charity bike ride**. In addition to the cyclists, up to **30 cancer warriors** will be flown down to Philadelphia to participate in the LiveSTRONG event. The Warrior Program is designed to give these warriors a break from their battle, and provide them with a small dose of hope and inspiration.

A **peloton** (from French, literally meaning *ball* and related to the English word *platoon*) is a group of riders in a road bicycle race. Riders in a group save energy by riding close (drafting or slipstreaming) near (particularly behind) other riders. The peloton travels as an integrated unit, like birds flying in formation, each rider making slight adjustments in response to the riders around them (particularly the one in front of each). The Tour de France is the world's best known peloton.

Peloton "challenges" have become increasingly popular in North America as a means of raising awareness. Among these are the three annual LiveSTRONG events, held throughout the United States. They grew from the Ride for the Roses, which the Lance Armstrong Foundation continues to host in Austin, Texas. A gathering of thousands of people who are undergoing cancer treatment, living with and through cancer, and dedicated to everyone affected by Cancer, the alternating LiveSTRONG events have become the destination point for Cancervive Pelotons.

For more information on the LiveSTRONG events, go to [www.laf.org](http://www.laf.org).

**The LiveSTRONG event series is recognized as the largest charity bike ride of this kind and over the past two years Cancervive has been recognized 2<sup>nd</sup> largest in participants and the largest international contingent.**

**This will be Cancervive's fourth year representing Canada at this highly publicized media event.**

## **THE OPPORTUNITY**

Riders will be leaving Calgary on August 12, 2008.

They are expected to arrive in Philadelphia on August 21, 2008.

They will be traveling a 2,800-mile route, followed by media along the way. As it has in the past, it is anticipated that several media outlets will be picking up and following this unique and inspiring event.

The team stays in Philadelphia from August 21 to August 24, participating in the LiveSTRONG events and hosting up to 30 cancer warriors currently undergoing treatment, who will be flown from Calgary to Philadelphia to meet with the team and participate alongside them at the LiveSTRONG events.

The Warrior Program during the LiveSTRONG Challenge Weekend in Philadelphia will include a Reception, Warrior Supper and the LiveSTRONG event. A private tent with a banner and catering will be set up at the event. Approximately 4500 participants are expected at the LiveSTRONG Challenge.

## **THE EXPOSURE**

The Cancervive Peloton Project (and its predecessor CTAPP) has received extensive print, radio and television media coverage (see attached pieces).

In addition to media exposure related to your association with the CPP there is additional local exposure which will be garnered from local Cancervive events.

1. Annual Cancervive Gala: (April)
  - 500+ high-profile guests from corporate Calgary
2. Cancervive Warrior Events: (June)
  - 200+ high-profile participants from corporate Calgary
3. Cancervive/Art a la Carte Scream Run (September)
  - 200+ members of Calgary and area plus families and friends
4. Send-off for CPP Team (August)
  - 100+ families, friends & supporters for the team
5. LiveSTRONG Challenge event in Philadelphia is expected to reach 5000+
6. Cancervive Dragonboat Team: (August)
  - 400+ members of Calgary and area plus families and friends

## SPONSOR RECOGNITION

The following general sponsorship recognition benefits exist at specific levels:

<b>Recognition benefit</b>	<b>\$1,000 to \$2,499</b>	<b>\$2,500 to \$4,999</b>	<b>\$5,000 to \$9,999</b>	<b>\$10,000 to \$24,999</b>	<b>\$25,000 to \$49,999</b>	<b>\$50,000+</b>
	<b>WHITE KNIGHT</b>	<b>GLADIATOR</b>	<b>WARRIOR</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
Invitation to Cancervive Sponsor Recognition Reception	♦	♦	♦	♦	♦	♦
Name listed in Warrior Memory Book		♦	♦	♦	♦	♦
Recognition on all event signage including banners		Name	Logo	Logo	Logo	Logo
Name listed in the Ride Memory DVD			♦	♦	♦	♦
Corporate logo as a Warrior Program Sponsor			♦	♦	♦	♦
Cancervive Cycling Jerseys			1(one)	2(two)	3(three)	4(four)
Corporate Logo on Cancervive and Scream T-Shirts			♦	♦	♦	♦
Entries for the Scream Event			2(two)	4(four)	6(six)	8(eight)
Complimentary Tickets to Cancervive Gala Evening				2(two)	4(four)	8(eight) Table
Corporate logo on Cancervive team vehicles				♦	♦	♦
Name listed in Wellspring Annual Report				♦	♦	♦
Corporate logo on Cancervive and Wellspring web-sites with a link to sponsor's web-site				♦	♦	♦

<b>Recognition benefit</b>	<b>\$1,000 to \$2,499</b>	<b>\$2,500 to \$4,999</b>	<b>\$5,000 to \$9,999</b>	<b>\$10,000 to \$24,999</b>	<b>\$25,000 to \$49,999</b>	<b>\$50,000+</b>
	<b>WHITE KNIGHT</b>	<b>GLADIATOR</b>	<b>WARRIOR</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
Corporate logo on Cancervive Blog				◆	◆	◆
Recognition as a Team / Peloton Sponsor					◆	◆
Framed Cancervive Cycling Jersey					◆	◆
Recognition as a major sponsor at all Cancervive and Wellspring events					◆	◆
Entries for Wellspring Golf Tournament					2(Two)	4(Four)
Entries for Brian MacGregor's Golf Tournament						4(Four)
Participation at Ride Event for 2(two) people including Travel, Hotel & Event Registration Fee						◆

**\*Deadline for sponsorships: July 2, 2008**

Cancervive is a registered non-profit foundation associated with Wellspring Calgary:

**Cancervive**

#4 Parkdale Crescent NW  
Calgary, Alberta  
T2N 3T8

**CONTACT INFORMATION**

Brian McGregor, P. Eng.  
Founder  
[bmcgregor@cancervive.ca](mailto:bmcgregor@cancervive.ca)

Mike Crape  
Executive Director  
[mcrape@cancervive.ca](mailto:mcrape@cancervive.ca)

Sheila Poon  
Program Director  
[spoon@cancervive.ca](mailto:spoon@cancervive.ca)

Patrick Murphy  
Director  
[pmurphy@cancervive.ca](mailto:pmurphy@cancervive.ca)

Mike Newson  
Director  
[mnewson@cancervive.ca](mailto:mnewson@cancervive.ca)

Ian Loughran  
Director  
[iloughran@cancervive.ca](mailto:iloughran@cancervive.ca)