



## **Cancervive Foundation of Alberta**

### **Cancervive Peloton Project**

9-day 24-hour cycling relay from Calgary to Austin  
Raising Funds for Wellspring Calgary  
In support of local cancer survival programs  
Event Date: October 12-21, 2010

### **Cancervive Challenge**

Cancer warriors and their supporters  
training for an achievable goal  
and participating in the one-day  
LIVESTRONG Challenge  
Event Date: October 24, 2010

## **Sponsorship Brochure**

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

## 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 is alternating destinations to cities that host a **Lance Armstrong's LIVESTRONG™ Challenge**. In 2010 Austin, Texas will be the destination city. Cyclists will arrive in Austin 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. In 2008 Cancervive was recognized as 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 Austin to participate in the weekend's events and celebrate survivorship.

### THE CANCERVIVE CHALLENGE

The Cancervive Challenge provides the opportunity for cancer survivors and their supporters to train for an achievable goal and give back to the cancer community. A key to life beyond cancer included physical activity and peer support – the Cancervive Challenge provides this. Each participant will train to participate in the one-day LIVESTRONG™ Challenge cycling event in Austin in October 2010. In addition to training, each warrior will raise funds throughout the year in support of Cancervive and Wellspring. We will all be there as a team cheering on each participant as they achieve their own goal.

## THE OPPORTUNITY

**We are inviting sponsors to participate in the opportunity to partner with Cancervive and all their programs and their unique and well recognized awareness events.**

## 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)



## HISTORY OF 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 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™ Challenge**. In 2010 Austin will once again be the destination city.

Throughout the 2,600-mile trek, the riders are assisted by support vehicles. In its **sixth year**, this year's ride takes place in **October 2010**. Cyclists will arrive in Austin in time to participate in **Lance Armstrong's LIVESTRONG™ Challenge**. In addition to the cyclists, up to **30 cancer warriors** will be flown down to Austin 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 , literally meaning *ball* and related to the word ) is a group of riders in a bicycle race. Riders in a group save by riding close ( or ) near (particularly behind) other riders. The peloton travels as an integrated unit, like 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 four 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 [.laf.](#)

**The LIVESTRONG™ event series is recognized as the largest charity bike ride of this kind. In 2008 Cancervive was recognized as largest in participants and the largest international contingent.**

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

## THE OPPORTUNITY

Riders will be leaving Calgary on October 12, 2010.

They are expected to arrive in Austin on October 21, 2010.

They will be traveling a 2,600-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 Austin from October 22 to October 24, participating in the **LIVESTRONG™** events and hosting up to 30 cancer warriors currently undergoing treatment, who will be flown from Calgary to Austin to meet with the team and participate alongside them at the **LIVESTRONG™** events.

The Cancervive Challenge participants arrive in Austin on October 21 to be able to join the Peloton Riders on a police escorted bike ride from Bee Cave into the Holiday Inn in Austin. They will participate in the one-day bike ride during the **LIVESTRONG™** Challenge on October 24.

The Warrior Program during the **LIVESTRONG™** Challenge Weekend in Austin 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.

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

1. Annual Cancervive Gala: (June 24)
  - 500+ high-profile guests from corporate Calgary
2. Send-off for CPP Team (October 12) – leaving from Wellspring Calgary.
  - 100+ families, friends & supporters for the team.
3. **LIVESTRONG** Challenge event in Austin is expected to reach 5000+

**SPONSOR RECOGNITION**

The following general sponsorship recognition benefits exist at specific levels:

Recognition benefit	\$1,000 to \$2,499 <b>WHITE KNIGHT</b>	\$2,500 to \$4,999 <b>GLADIATOR</b>	\$5,000 to \$9,999 <b>WARRIOR</b>	\$10,000 to \$24,999 <b>SILVER</b>	\$25,000 to \$49,999 <b>GOLD</b>	\$50,000+ <b>PLATINUM</b>
Invitation to Cancervive Sponsor Recognition Reception	◆	◆	◆	◆	◆	◆
Recognition on all event signage including banners		Name	Logo	Logo	Logo	Logo
Corporate logo as a Warrior Program Sponsor			◆	◆	◆	◆
Corporate logo on Cancervive and Wellspring Calgary websites with a link to sponsor's web-site				◆	◆	◆
Framed Cancervive Cycling Jersey				◆	◆	◆
Complimentary Tickets to Cancervive Gala Evening					4(four)	8(eight) Table
Corporate logo on Cancervive team vehicles					◆	◆
Name listed in Wellspring Calgary Annual Report					◆	◆

**\*Deadline for sponsorships: September 1, 2010**

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

**Cancervive**

1404 Home Road NW  
Calgary, Alberta  
T3B 1G7

**CONTACT INFORMATION**

Brian McGregor, P. Eng.  
Founder  
[briancancervive@gmail.com](mailto:briancancervive@gmail.com)

Patrick Murphy  
Director  
[@newpark.](mailto:@newpark)

Mike Newson  
Director  
[mjwnewson@gmail.com](mailto:mjwnewson@gmail.com)

Patti Morris  
Director  
[@wellspringcalgary.](mailto:@wellspringcalgary)

Wes Tatebe  
Director  
[.tatebe@cibc.](mailto:.tatebe@cibc)

Norbert Hollman  
Director  
[@shaw.](mailto:@shaw)

Maurice Walch  
Director  
[.walch@raymondjames.](mailto:.walch@raymondjames)

Chris Elmquist  
Director  
[.elmquist@ihs.](mailto:.elmquist@ihs)

Kevin Pasenau  
Website Architect  
[@pasenau.](mailto:@pasenau)

Peggy Pankhurst-Brosens  
Program Manager  
[@wellspringcalgary.](mailto:@wellspringcalgary)