



## Fact Sheet for Prospective Sponsors

### About Ovarian Cancer:

Ovarian Cancer is the deadliest of all gynecological cancers. Symptoms of ovarian cancer are often vague and subtle, making it difficult to diagnose. That means that this year more than 25,000 women will be diagnosed with ovarian cancer, and more than half of those diagnosed will die from the disease. Currently there is no reliable, easy-to-administer screening test to help women and their doctors diagnose this disease early, while it is still treatable.

### About Ovarian Cycle: Ride To Change The Future™:

A 6-week indoor cycling program benefiting ovarian cancer research. Funds raised are donated to the Ovarian Cancer Institute (OCI) and the Ovarian Cancer Research Fund (OCRF) for research of an early diagnostic test. Participating cities for 2010 include: Atlanta, GA, Birmingham, AL, Boulder, CO and Tallahassee, FL.

### Participation:

200+ men and women, both novice and seasoned cyclists, who have raised at least \$400 as individuals or \$200 each as part of a team of up to 6 cyclists to benefit ovarian cancer research.

### Key Dates:

- Kick-off Party 7 – 8 weeks before the event
- The final Ride to Change the Future in the Spring
- Thank You party 1 - 2 weeks following the Ride
- Check presentation event in September (Ovarian Cancer Awareness Month)

### Sponsorship Benefits:

- **Logo w/link on Ovarian Cycle website**
- **Logo on collateral materials, and event signage**
- **Logo on print ads (deadlines permitting)**
- **Sponsor name included in press releases for January, March, April, May, September**
- **Sponsor collateral included in rider goody bags**
- **Other benefits as mutually agreed upon**

### Promotional Activities:

- Press releases in January, March, April, May, September
- E-Newsletter: January, February, March, April (distributed to 10,000 subscribers)
- Recruiting at local events and at participating health clubs
- Print ad buys in local magazines and newspapers
- Inclusion in broadcast promotions
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### For More Information:

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