



**LOS ANGELES to SAN FRANCISCO**  
October 5 - 11, 2015

Combine a dream-worthy cycling adventure, world-class support crew, and the energy of 40 cyclists riding for a cause. You now have the best excuse ever for taking a week off to ride your bike.

**Pablove Across America** flies the flag of childhood cancer awareness around every corner, up every incline, and through the last stretch.





October 21 – 6:00 a.m. The Pablove Across America peloton collectively rubs their eyes and hits the snooze button. Another day, another hotel alarm clock. It's been five days on the road and the mileage mark is hovering near 400. These aren't your average cyclists. They're far from pros. As coffee perks up the conversation at breakfast it becomes clear. These are dads, moms, aunts and uncles. **They're survivors** who pedal for more than just themselves. They are athletes pedaling in the name of kids who need their help to fight cancer. And that's **worth every mile.**





October 23 – 11:00 a.m. The Pablove Across America peloton is only two hours from the finish line. They got here, literally, by pedaling through sun, wind, rain. Up 30,000 feet and back down again. But most of all, they got here with the support of a world-class crew, pledges of donations from loved ones who believed in them, and the support of sponsors who made Pablove Across America possible. A return to “real life” is just around the corner. But every rider will report that they are humbled – forever changed – by what is far from your same-old charity ride. The cancer families they help and the memories they make will bring them back year after year.





## About The Pablove Foundation

HELPING KIDS WITH CANCER  
*LIVE*—A *LOVE-FILLED* LIFE  
TODAY AND A *CANCER-FREE*  
LIFE TOMORROW

The Pablove Foundation is named after Pablo Thraikill Castelaz, the son of Jo Ann Thraikill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer, and the suffering that comes in its wake.

We fight on in order to amplify one simple message:  
**kids get cancer too.**

THE MISSION OF THE  
PABLOVE FOUNDATION IS TO:

**Invest** in under-funded, cutting-edge pediatric cancer research

*In the past four years, our **Childhood Cancer Research Grants** totaled \$900,000 in funding for innovative research projects, and this year funding will surpass \$1 Million.*

**Inspire** cancer families through education

*Our Annual **Childhood Cancer Symposia** bring together medical professionals and patient families from around the country. Each year, the country's leading experts present on critical subjects like rare pediatric cancers and their long-term effects.*

**Improve** the lives of children living with cancer through the arts

*Our **Pablove Shutterbugs** program teaches children living with cancer to develop their creative voice through the art of photography. To date, this program has reached over 597 children in the United States.*

# Pablove Across America 2015

- Oct 5** – Los Angeles to Ventura
- Oct 6** – Ventura to Lompoc
- Oct 7** – Lompoc to Pismo Beach
- Oct 8** – Pismo Beach to Cambria
- Oct 9** – Cambria to Carmel
- Oct 10** – Carmel to Santa Cruz
- Oct 11** – Santa Cruz to San Francisco



# Our Peloton



Average years ridden on Pablove Across America



Median # of bikes at home



Favorite post-ride treat



**BEER**

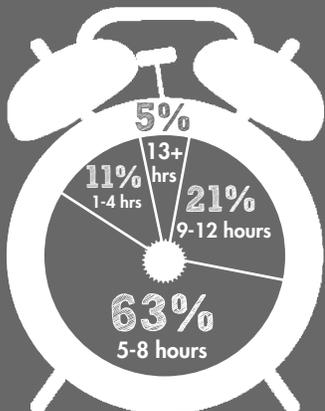


% training with a power meter  
**74%**

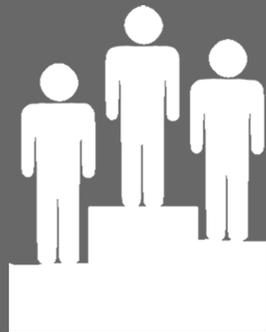
average \$ raised for Pablove, per rider



Hours spent on the bike, per week



Top 3 favorite pro cyclists



**Peter Sagan  
Jens Voight  
Levi Leipheimer**



Most requested fundraising incentives



Jerseys and Apparel



Wheel Sets



Nav Devices and Gadgets



Helmets



Eyewear



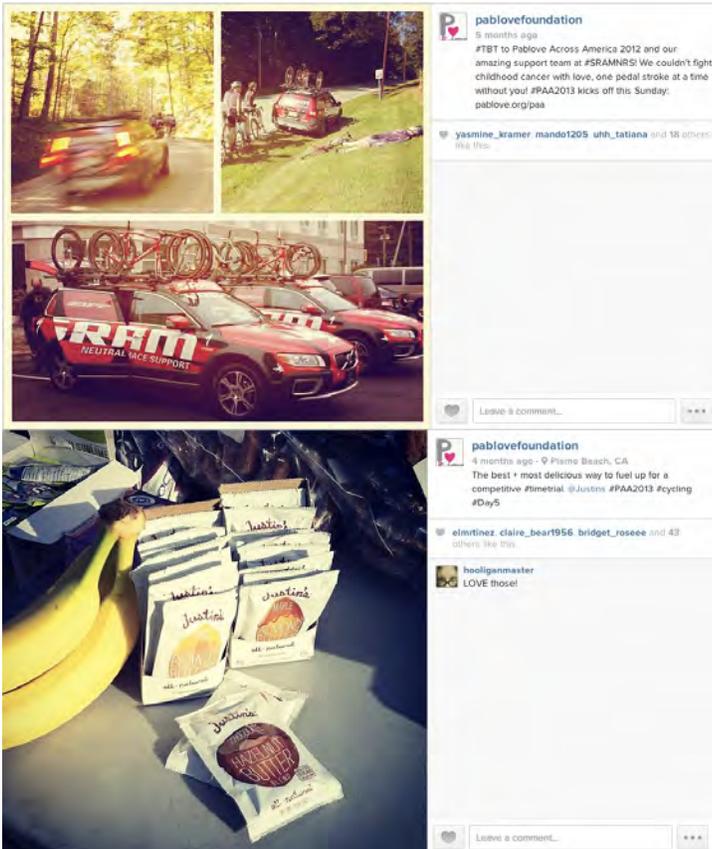
Group Sets



# Past Sponsors



## How we pabLOVE our sponsors!



# Sponsorship Opportunities

## Pablove Across America 2015

	\$100,000 Lionhearted Sponsor	\$50,000 Tenderhearted Sponsor	\$25,000 Warmhearted Sponsor	\$10,000 Kindhearted Sponsor
PAA "presented by" your brand	♥			
Name recognition and quote from Company Executive in press release	♥			
Logo inclusion on all daily digital content	♥	♥		
Promotional tie-in opportunities	♥	♥	♥	♥
Sponsor of the Month in Pablove newsletter	♥	♥	♥	♥
Riders invited on Pablove Across America	<b>3</b>	<b>2</b>	<b>1</b>	
Logo inclusion and linkage on Pablove Across America e-blasts	↑	↑	↑	↑
Logo inclusion and linkage on Pablove Across America webpage	<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>	<b>Tier 4</b>
Logo inclusion and linkage on pablove.org	↓	↓	↓	↓
Sponsorship promoted in media outreach	♥	♥	♥	♥
Sponsorship promoted on social media	♥	♥	♥	♥

# Sponsorship Opportunities

## Pablove Across America 2015

	\$10,000 in-kind or cash gift	\$5,000 in-kind or cash gift	\$2,500 in-kind or cash gift	\$1,000 in-kind or cash gift
Sponsor of the Month in Pablove newsletter	♥			
Promotional tie-in opportunities	♥			
Sponsorship promoted in media outreach	♥	♥		
Logo inclusion and linkage on Pablove Across America e-blasts	♥	♥	♥	
Logo inclusion and linkage on Pablove Across America webpage	♥	♥	♥	♥
Logo inclusion and linkage on pablove.org	♥	♥	♥	♥
Sponsorship promoted on social media	♥	♥	♥	♥

*"I ride for both of my cancer-surviving children.*

*The one who endured treatment and bears the physical scars, and the one who struggled with the emotional turmoil of feeling isolated, abandoned, and jealous. They are both here, touched in their own way by the disease."*



## **Contact**

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