

# PABLOVE ACROSS AMERICA



S.F. » L.A.  
Sept 30 - Oct 6 2018







# OUR MISSION

The Pablove Foundation helps kids with cancer live – a **love-filled** life today, and a **cancer-free** life tomorrow.

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

Nearly 1,500 kids with cancer have graduated from our Pablove Shutterbugs program that teaches kids to develop their creative voice through the art of photography

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

Pablove has awarded more than \$2.2 million in Powered By Pablove research grants so the brightest minds in childhood cancer research can find the next big breakthrough



# OUR AUDIENCE

Pablove Across America attracts an active and engaged audience, yielding the highest average dollar raised and number of gifts per participant of all Pablove peer-to-peer fundraisers.

## Pablove Across America Donors 2017

- 2,200+ people donated to Pablove Across America
- Total raised: **\$465,866**
- Average donation: \$208
- 42% of donors were from California
- 51% of donors were women
- 60% of riders have an average household income of \$200,000+
- \$15,775 average raised per rider
- Up to 9 hours average riding day







# OUR REACH

*Harness the power of 65+ influencers*

PAA Week Social Media Impact 2017

## Facebook

Total Impressions: 170,036

Total Reach: 102,988

Video Views: 10K

## Twitter

Total Followers: 6,778

Impressions: 19,753

## Instagram

Total Followers: 3,354

Total Impressions: 30K







# OUR 2018 RIDE

65 riders. 500 miles. 7 days.

## Schedule

Sept 30: Mill Valley - Los Gatos

Oct 1: Los Gatos - Monterey

Oct 2: Monterey - Cambria

Oct 3: Cambria - Solvang

Oct 4: Solvang - Santa Barbara

Oct 5: Santa Barbara - Thousand Oaks

Oct 6: Thousand Oaks - Los Angeles



















*Finish Line Celebration Event at Children's Hospital LA*

## Each rider, having raised at least \$7,500 receives:

- Pro-race support to roll behind the peloton and perform daily maintenance on bikes
- Soigneur services keeping bodies in good working order through massage each night
- Nutritious meals and on-bike food + drink
- Hotel room each night
- Training plan and individualized coaching
- Pablove cycling kit
- Personalized fundraising page, toolkit, and coaching



# SPONSORSHIP OPPORTUNITIES

On- Site Activation					
Logo in Advertising and on Jersey					
Gifting and Sampling Opportunity					
Sponsorship Promoted on Social Media					
Logo Inclusion + Linkage on pablove.org					
Logo Inclusion + Linkage on Event Webpage					
	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
INVESTMENT	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500





# CONTACT

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