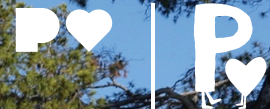


8th Annual

# PABLOVE ACROSS AMERICA



**2016 PARTNERSHIP OPPORTUNITIES**



**WE WANT TO FIND A CURE FOR CHILDHOOD CANCER.**

***WE'RE INVESTING IN THAT FUTURE.***

**UNTIL THAT DAY, WE BELIEVE KIDS WITH CANCER DESERVE TO JUST BE KIDS.**





# OUR MISSION



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

**Our mission is to:**

- Invest in under-funded, cutting-edge pediatric cancer research
- Inspire cancer families through education
- Improve the lives of children living with cancer through the arts





**PABLOVE ACROSS  
AMERICA  
COMBINES OUR  
PASSION FOR  
CYCLING WITH  
OUR PASSION TO  
HELP KIDS WITH  
CANCER**





# OUR PELOTON

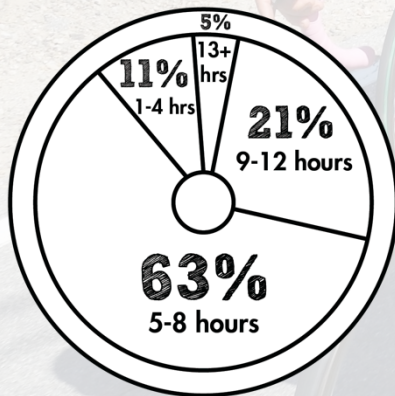
50 riders. 550 miles. 7 days from East Bay to L.A.

OCT 2-8, 2016

60% of riders have an average household income of \$200,000+

Average age of riders: 47-years-old

Hours spent on the bike, per week



Average years ridden on Pablove Across America



average \$ raised for Pablove, per rider

\$15,019





# ***OUR AUDIENCE***

**Cycling events attract the most active and engaged audience, yielding the highest average dollar raised and number of gifts per participant**

## **Pablove Across America 2015 Donors**

**\$672,751 raised**

**3,201 donations**

**Average donation: \$206**

**42% of donors were from California**

**51% of donors were women**



# ***PARTNER WITH PABLOVE***

**Join Pablove in fighting childhood cancer with love by sponsoring Pablove Across America**

- **Exposure, awareness and visibility of your company or brand**
- **Ability to create custom content**
- **Employee engagement**
- **Highly targeted marketing and activation**
- **Community involvement**
- **Tax-deductible donation**





## PABLOVE ACROSS AMERICA PARTNERSHIP OPPORTUNITIES

	<b>Presenting Sponsor</b>	<b>Truehearted Sponsor</b>	<b>Freehearted Sponsor</b>	<b>Lionhearted Sponsor</b>	<b>Tenderhearted Sponsor</b>
Company name and logo included on all materials <i>PAA presented by brand</i>	X				
Ability to create custom digital + social content	X				
Inclusion in daily email + social updates during ride	X	X			
Category exclusivity of ride	X	X	X		
Exclusive sponsor of one stage or area of ride	X	X	X		
Gifting + sampling opportunity	X	X	X	X	
Inclusion in media outreach and advertising	X	X	X	X	
Cross promotional opportunities/activation	X	X	X	X	X
Logo included on PAA e-blasts and webpages	X	X	X	X	X
Riders invited on PAA	<b>3+</b>	<b>2</b>	<b>1</b>		
<b>Investment</b>	<b>*info available upon request</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

*Select benefits included above. Additional benefits and custom packages available.*



# CONTACT

## Ashley Lough

Associate Director of Partnerships and Events  
ashleylough@pablove.org  
323-952-2867

## The Pablove Foundation

6607 West Sunset Blvd.  
Los Angeles, CA 90028  
323-657-5557  
pablove.org/paa



pablove