

# Andean Health Ride 2017

Lake Michigan 500

September 9-16

Sponsorship Opportunities



## Lead Sponsor - \$100,000

Pulling the entire AHCT team along on the Lake Michigan route through wind, rain, heat and hills for Hesburgh Hospital.

### Benefits

- \* Logo prominently placed as the main logo on the ride jersey and all promotional materials and ride equipment to include:
  - \* Signage
  - \* 22 ft bicycle & equipment trailer
  - \* Ride ads and other materials
- \* Named as Lead sponsor in all acknowledgments.
- \* Representatives of your company to provide a welcome and celebratory message as desired at the Opening and Closing Ceremonies, respectively.

- \* Recognition on plaque displayed at Hesburgh Hospital.
- \* Feature article / story of your company included in public relations tools (e.g., newsletter articles, blog posts, tweets and/or Facebook posts).
- \* Option to be considered a stage sponsor for four stages of the ride. In this case, your logo will be prominently displayed in all stage materials.
- \* Opportunity to use photos, interviews, and video as part of an advertising campaign by your company.
- \* All applicable standard sponsor benefits.

## Century Sponsor - \$50,000

Climbing, rolling for multiple stages to support Hesburgh Hospital and improved health care in rural communities of the Americas.

### Benefits

- \* Logo prominently placed as the main logo on the ride jersey and all promotional materials and ride equipment to include:
  - \* Signage
  - \* 22 ft bicycle & equipment trailer
  - \* Ride ads and other materials
- \* Named as Century sponsor in all acknowledgments.
- \* Recognition at Opening and Closing Ceremonies.

- \* Recognition on plaque displayed at Hesburgh Hospital.
- \* Feature article / story of your company included in public relations tools (e.g., newsletter articles, blog posts, tweets and/or Facebook posts).
- \* Option to be considered a stage sponsor for two stages of the ride. In this case, your logo will be prominently displayed in all stage materials.
- \* All applicable standard sponsor benefits.

## Stage Sponsor - \$25,000

The domestique of the day supporting equitable health care for those in poverty in rural communities.

### Benefits

- \* Pick of the stage (day) to sponsor. First-come-first serve basis.
- \* Logo prominently displayed on "your" stage information and map for the day(s) you sponsor
- \* Logo on the ride jersey.

- \* Mention of your company during the stage's announcements.
- \* Representative of your company to welcome riders and supporters on the evening of the stage you sponsor.
- \* All applicable standard sponsor benefits.

## Rest Stop Sponsor - \$10,000

Fueling riders and a passion for improving health in the Americas.

### Benefits

- \* Company signage placed at one rest stop daily.
- \* Company named on the ride jersey.
- \* Placement of your company's product and materials at your rest stop.
- \* Representatives of your company to welcome riders to your rest stop.
- \* All applicable standard sponsor benefits.

## Peloton Sponsor - \$5,000

Supporting the peloton and the Hesburgh Hospital for women, children and their families.

### Standard Sponsor Benefits

- \* Logo in event brochure (250-500 print pieces, 1500 emailed brochures, and estimated 5,000 views on website). Commitment needed by Feb 24 for print; Apr 1 for digital brochure.
- \* Recognition at announcements throughout the ride.
- \* Recognition in Andean Health & Development's newsletters: distributed electronically spring, summer, fall, 2017.
- \* Your company logo and link on the Andean Health & Development website ([www.andeanhealth.org](http://www.andeanhealth.org)).
- \* Logo placed on 22 ft bicycle & equipment trailer.
- \* Promotion of company sponsorship through your company's internal / external communication channels.
- \* Placement of company products or materials in rider and volunteer bags (approximately 50).
- \* Invitation to attend the Opening and Closing Ceremonies.
- \* Named as supporter in the AHD Annual Report.
- \* Mass said at Notre Dame University in honor of sponsor.
- \* Father Hesburgh medallion .

## Hesburgh Hero - \$2,500

Supporting the peloton in the spirit of Father Hesburgh.

### Benefits

- \* A Notre Dame student will ride for one day in your name or in honor of a person of your choice.
- \* Named on Hesburgh Heroes t-shirt.

## In-kind Sponsor

Donation of bikes for AHCT Lake Michigan 500 riders or other in-kind services (lodging, meals, items for raffles at fundraisers, other support services).

### Benefits

- \* Named on ride jersey.
- \* Recognition at Opening and Closing Ceremonies.
- \* All applicable standard sponsor benefits.

## Why Support the Andean Health Cycling Team?

It's all about delivering quality health care to Ecuador's rural communities and celebrating 20 years of successful efforts bringing health care to more than 200,000 Ecuadorian patients in need. With this ride, The Andean Health Cycling Team (AHCT) aims to raise \$1.2 million to launch the next 20 years for Andean Health & Development to operate Hesburgh Hospital as a central component of its model for providing quality care today and teaching the health care leaders of tomorrow. **For more information:** Laura Dries ([laura.dries@andeanhealth.org](mailto:laura.dries@andeanhealth.org))

Thank you  
for joining  
our efforts!