



Sponsorship Opportunities

Erase the Trace of Glioblastoma on May 13, 2023 The Natchez Trace Parkway

Erase the Trace of Glioblastoma was founded to help researchers erase the margins of the brain tumor and find new ways to prevent relapse and prolong life with this aggressive cancer. Even with surgeons removing the glioblastoma tumor, extra cancer cells remain. The Natchez Trace Parkway serves as a premier location to raise vital funds to erase the trace of the margins of glioblastoma.



Presenting Sponsor \$25,000

1 available

Sponsor name included in the official event logo as "Presented By"

Opportunity for company Representative to speak at the Victory Celebration Lunch

Company logo on 2023 event jersey (March deadline)

Your Company Team creates a rest stop theme and engages the cyclists. Choice of Sponsor hosted rest stop.

Company booth/table at event start/finish line

Sponsor name and logo on marketing materials: website & mass email communications

3 featured sponsor social media posts all CARES platforms

25 event registrations - fundraising minimum applies for each cyclist

Opportunity to include promotional item in cyclists swag bag (subject to approval)

On-going Alliance Partner with CARES to be informed of research, education, and survivorship initiatives

fundraise.scottcares.org/EraseTheTrace

Victory Celebration Sponsor \$15,000

1 available

Recognition as the Victory Celebration Lunch Sponsor

Opportunity for a company Representative to "Welcome" speech at Victory Celebration Lunch after the ride

Company booth/table at event start/finish line

Sponsor name and logo on marketing materials: website & mass email communications

2 featured sponsor social media posts all CARES platforms

20 event registrations - fundraising minimum applies for each cyclist

Opportunity to include promotional item in cyclists swag bag (subject to approval)

On-going Alliance Partner with CARES to be informed of research, education, and survivorship initiatives

Gold Sponsor \$10,000

2 available

Sponsor hosted rest stop. Your team creates a fun theme & engages with cyclists. Choice of stop is first come first serve basis

Company booth/table at event start/finish line

Sponsor name and logo on marketing materials: website & mass email communications

1 featured sponsor social media posts on two CARES platforms

15 event registrations - fundraising minimum applies for each cyclist

Opportunity to include promotional item in cyclists swag bag (subject to approval)

On-going Alliance Partner with CARES to be informed of research, education, and survivorship initiatives

Proceeds to Benefit



Silver Sponsor \$5,000

Company booth/table at event start/finish line

Sponsor name on marketing materials: website & mass email communications

1 featured sponsor social media post on one CARES platform

10 event registrations - fundraising minimum applies for each cyclist

Opportunity to include promotional item in cyclists swag bag (subject to approval)

On-going Alliance Partner with CARES to be informed of research, education, and survivorship initiatives

Bronze Sponsor \$2,000

Sponsor name on marketing materials: website & mass email communications

1 featured sponsor social media post on CARES Instagram Story

4 event registrations - fundraising minimum applies for each cyclist

Opportunity to include promotional item in cyclists swag bag (subject to approval)

On-going Alliance Partner with CARES to be informed of research, education, and survivorship initiatives

CARES takes seriously our compliance with charitable registrations as required by various states and managed in each state by the Office of the Attorney General. The rules and regulations are set forth by each state and their legislative bodies for the Office of the Attorney General to implement and to monitor. Financial and other information about our charity's purpose and activities may be obtained by contacting our Executive Director at info@scottcares.org. Our Tax I.D. Number is 47-2328142. Charitable registration in a state does not imply endorsement, approval, or recommendation of the Scott Hamilton CARES Foundation by that state. For more information on individual state charitable registrations held by our Foundation [click here](#).





Scott Hamilton CARES Foundation

Additional Sponsorship Opportunities

Join Scott Hamilton for the 3rd Annual Erase the Trace, cycling on the historic Natchez Trace Parkway and fund advanced glioblastoma cancer research. Previously, this event has had supporting donors from 43 States, 30 Countries and 73 featured media outlets.



Media Sponsor In-Kind

Logo placement on event publications
Logo on website sponsor page with link
Meet & Greet Table (provide your own materials)



Social Media Highlight \$300

1 featured sponsor post on each of CARES social media platforms.



Support And Gear (SAG) Sponsor \$1,000

Recognition as the SAG Sponsor of the 2023 Erase The Trace, Sponsor Logo printed on magnetic signs for SAG vehicles (unless providing branded vehicles), Sponsor booth/table at event start/finish line, Sponsor name on event website

Sponsor may provide their own branded vehicles in lieu of cash sponsorship. Vehicles must fit a bicycle and cyclist comfortably. Sponsor vehicles are subject to CARES approval prior to confirmation of sponsorship and must agree to provide their own insurance in addition to the CARES event insurance. If providing licensed drivers with the vehicles, sponsor agrees that each driver will provide copies of their valid drivers' licenses and agree to the SAG rules and regulations for the event.



Swag Bag Sponsor \$1,000

Recognition as the Swag Bag Sponsor of the 2023 Erase the Trace, Sponsor brand printed prominently on one side of the swag bag, Sponsor name on event website, Opportunity to include your company's promotional item in cyclists swag bag

Sponsor may provide their own branded swag bag in lieu of cash sponsorship. Swag Bags must be able to have additional Erase the Trace event logo and other designated sponsor logos printed on bag, as well as the Swag Bag Sponsor logo. Swag Bag is subject to CARES approval prior to confirmation of sponsorship.



Water Bottle Sponsor \$1,500

Recognition as the Water Bottle Sponsor of the 2023 Erase The Trace, Sponsor booth/table at event start/finish line, Sponsor brand printed on Water Bottle for each cyclist, Sponsor name on event website

Sponsor may provide their own branded water bottle in lieu of cash sponsorship. Water Bottles must fit in basic cycling cage and is subject to CARE approval prior to confirmation of sponsorship.

Donations of product and services are the backbone of a successful event
Every bottle of water, piece of fruit, nutrition bar, snack, meal, barricade, sign, bag of ice, truck, bike repair item, etc.... reduces the cost of the event to allow more vital funds to impact Glioblastoma Cancer Research.

What It Takes for 300 Cyclists:

- 240 5-gallon bottles of water
- 50 cases of bananas
- 500 granola bars
- 1,000 individual water bottles
- 800 cans of soda
- 25 cases of powdered sports drink
- 5 Police Officers
- 8 Support & Gear Vehicles
- 20 Radios
- 400 Breakfast items
- 20 cases of oranges
- 500 energy bars
- 500 servings of coffee
- 5,000 pounds of ice
- 10 cases of fruit juice
- 3 Box Trucks & Drivers
- 4 Dedicated EMS Units
- 80 Volunteers
- 500 Lunches
- 500 Snack Items