



**DESIGN YOUR OWN  
BREAKTHROUGH  
BIKE CHALLENGE**  
BENEFITING PENN MEDICINE'S ABRAMSON CANCER CENTER



## AUGUST 30 – SEPTEMBER 12, 2021

### THE EVENT

The 2021 Breakthrough Bike Challenge will consist of a two-week virtual event for cyclists, runners, walkers, and spinners to participate via the Strava app and an in-person ride at the Daniel Boone Homestead on September 12, 2021\*.

### MISSION & HISTORY

Founded in 2013, the Breakthrough Bike Challenge raises vital funds for cancer research at Penn Medicine's Abramson Cancer Center. The BBC community is dedicated to donating 100% of rider-raised funds directly to support breakthrough research to eradicate cancer. **Partner with us as we pedal, spin, run, and walk toward the next breakthrough.**

### REGISTER & STAY CONNECTED

[BreakthroughBikeChallenge.org](http://BreakthroughBikeChallenge.org)  
[info@BreakthroughBikeChallenge.org](mailto:info@BreakthroughBikeChallenge.org)  
[#MYBBC](https://twitter.com/MYBBC)

@BBC\_Ride

@breakthroughbikechallenge

@breakthroughbikechallenge

**PELOTON** \$25,000+  
**CADENCE** \$10,000  
**OUT OF THE SADDLE** \$5,000  
**PACELINE** \$2,500  
**SPRINTER** \$1,000  
**CARAVAN** \$500

### PRE-EVENT

	PELOTON \$25,000+	CADENCE \$10,000	OUT OF THE SADDLE \$5,000	PACELINE \$2,500	SPRINTER \$1,000	CARAVAN \$500
Participant registrations	12	8	4	2	1	0
Company logo on social media platforms	✓	✓	✓			
Company logo on website and e-communications	✓	✓	✓	✓		
Name recognition on website and e-communications	✓	✓	✓	✓	✓	✓
Name recognition on social media platforms	✓	✓	✓	✓	✓	

### EVENT

Company logo on t-shirt	✓	✓	✓			
Name recognition on t-shirt	✓	✓	✓	✓	✓	✓
Name recognition on event signage	✓	✓	✓	✓		
Verbal recognition during event	✓	✓	✓	✓		

### POST-EVENT

Acknowledgement in event "Thank You" email	✓	✓	✓	✓	✓	✓
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### GET INVOLVED

Custom sponsorship opportunities are available. Contact Carolyn Brown at **215.573.0550** or [brownca@upenn.edu](mailto:brownca@upenn.edu) to learn more.

**MEET THE CHALLENGE. JOIN THE SOLUTION.**

\*COVID-19 safety protocols will be in place. We will continue to monitor and follow all COVID-19 guidelines issued by local, state, and federal authorities.