



SPONSORSHIP OPPORTUNITIES

THE EVENT

The 2022 Breakthrough Challenge will consist of a two-week virtual event starting on **Monday, September 5th** for cyclists, runners, walkers, and spinners to participate via the Strava app, culminating in an in-person bike ride at the Daniel Boone Homestead on **Sunday, September 18, 2022.**

MISSION & HISTORY

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

@BreakthroughPHL

@Breakthrough_Challenge

@BreakthroughPHL

PELTON
\$25,000+

CADENCE
\$10,000

OUT OF THE SADDLE
\$5,000

PACELINE
\$2,500

SPRINTER
\$1,000

CARAVAN
\$500

PRE-EVENT

Participant registrations	12	8	4	2	1	0
Name recognition on website and e-communications	✓	✓	✓	✓	✓	✓
Name recognition on social media platforms	✓	✓	✓	✓	✓	
Company logo on website and e-communications	✓	✓	✓	✓		
Company logo on social media platforms	✓	✓	✓			

EVENT

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

POST-EVENT

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

Custom sponsorship opportunities are available. Contact Bo Ebby at **215.496.7053** or **rle@hangley.com** 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.