

FUNDING PARTNER OPPORTUNITIES

20
23

24 HOURS OF BOOTY



WHAT WE DO

Cancer affects all of us in one way or another, which is why 24 Foundation's mission is to

inspire and engage communities to make an immediate impact on the lives of people affected by cancer.

HOW WE DO IT

Our 24-hour, non-competitive cycling and walking event brings more than 1200 participants and thousands of spectators together each year to raise funds to support local and national cancer survivorship and navigation programs. Funds raised are granted to qualified and vetted non-profits that provide direct services to those impacted by cancer.

WHY WE DO IT

Research shows that cancer navigation and survivorship programs enhance quality of life and increase life expectancy. These programs include, but aren't limited to:



NURSES TO HELP NAVIGATE THE TREATMENT PROCESS AND PROVIDE RESPITE FOR CAREGIVERS



PROGRAMS TO ENHANCE QUALITY OF LIFE - MIND, BODY, SPIRIT



RIDES TO AND FROM CHEMOTHERAPY



AFFORDABLE HOUSING DURING TREATMENT



FINANCIAL ASSISTANCE (MORTGAGE, UTILITIES, CAR, ETC.)

MORE THAN \$26 MILLION RAISED!

\$1.4M

Raised in 2022

693%

Increase in
social media
reach

90

Teams, 22 states,
3 countries
represented

800+

Participants

Help us change the course of cancer while we help you advance your business goals, employee engagement strategies, and community impact.

Here's a look at who participates in our event each year.

AVERAGE AGE 43

GENDER

- Male: 62%
- Female: 38%

ANNUAL HOUSEHOLD INCOME

- Under \$50,000: 9%
- \$50,000 - \$100,000: 11%
- Over \$100,000: 81%

HIGHEST LEVEL OF EDUCATION

- High School: 2%
- Some College: 8%
- Bachelor's Degree: 50%
- Master's Degree: 29%
- Ph.D.: 7%

INSTAGRAM 2,347

TWITTER 4,435

FACEBOOK 7,748

MEDIA PARTNER WBTV

Together, we can do so much

\$150

supplies 15 meals for children and families who are facing the day-to-day challenge of living with cancer.



\$500

Provides 8 patients a 12-week cancer wellness program

\$1,000

Provides a month of an integrative oncology class, like yoga, acupuncture or art therapy



\$315

Provides one week of affordable accommodations for families of seriously ill loved-ones

YOUR HELP MATTERS

PARTNER WITH US. When you join us as a funding partner, you are investing in the Charlotte community by helping to offset the cost of our event. This means that more dollars raised by our participants go back to the cancer community. All levels are customizable.

	PARTNER	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND	CANCER CHAMPION
	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000
Participant bag insert		o	o	o	o	o	o
10x10 expo booth space(s)	o	o	1	1	1	2 adjoining	2 adjoining
8x3 banner(s) and 2 yard signs around course	2 yard signs	3 yard signs	1	2	4	6	10
Featured in social media posts during contract year (customized based on sponsor goals and objectives)		1	2	4	6	8	10
Company logo on event T-shirt	o	o	o	o	o	o	o
Company logo included on printed marketing materials			o	o	o	o	o
Public service announcements during event				2	4	6	8
Scrolling slides on TV in main food tent				2	4	6	10
Company logo/link on 24 Foundation website		o	o	o	o	o	o
Company logo included in monthly newsletter				o	o	o	o
Waived registration fees (fundraising minimum still applies)				5	10	12	20 + 5 with waived fundraising minimums
Invitations to Jersey Award Dinner				1	2	3	4
Invitation to speak at annual events							o
Logo included on event truss					o	o	o
20x20 tent for team in event camping area					1	1	1
Formal press release					o	o	o
Naming rights to agreed upon event area					o	o	o
Interview with one of our media partners						o	o
Sponsor spotlight in monthly newsletter					o	o	o
Non-participant meal wristbands							5
Reserved volunteer spots							o
Opportunity to speak at Opening Ceremonies							o
Hotel accommodations for 2 representatives at event							o

Funding Partner Benefits

