

## Triumph to the Summit Sponsorship Opportunities

### *Taking Triumph to New Heights!*

Each summer, Triumph Cancer Foundation assembles a team of hikers who train together over the course of 10 weeks to prepare for a summit hike to the top of a Sierra Peak as a fundraiser for Triumph. The team is comprised of graduates of Triumph Fitness, Triumph Board Members & Instructors, and other cancer survivors and supporters of Triumph. Many of our team members have never hiked before, so Triumph to the Summit becomes the ultimate challenge. The conditioning hikes leading up to the final summit hike get progressively longer and start at a higher elevation each week, so that by September, our team is ready to take on the final hike together. Throughout the summer months, our team bonds as a unit, encourages one another, and celebrates each hike along the way. We post photos of our hikes on social media so our supporters can follow along. This year, we are also going to be filming our experience and will be creating a mini-documentary to share on social media after our final hike.

For 2019, we have 10 conditioning hikes scheduled which will take us to alpine lakes and 3 mountain summits to prepare us for our final summit climb. On September 7th, our team will assemble in South Lake Tahoe to ascend Mt. Tallac, a peak that tops out at 9,739'.

Individual team members are all fundraising for Triumph, with graduates of Triumph Fitness "paying it forward" to enable more cancer survivors to benefit from the services our Foundation provides. This year, we are also providing opportunities for companies to support Triumph to the Summit at a variety of levels.

### **Presenting Sponsor - \$10,000:**

*Only 1 Sponsor opportunity is available at this level.*

*We have set the donation amount for Presenting level at the height of Mt. Tallac!*

- Title Credit in opening credits of the Triumph to the Summit video
- Sponsor tagged in social media posts each hike throughout the summer
- Logo on team t-shirts worn on final hike
- Listing on the Honor Scroll on our Crowdrise Team Fundraising Page
- Logo on final Mt Tallac summit team photo posted on social media
- Logo on Triumph website Summit page sponsor billboard
- Logos on hats or bandanas or buffs for team to wear on final hike.



### Gold Sponsorship Level - \$5,000

- Sponsor acknowledgement in closing credits (crawl) of Triumph to the Summit video
- Sponsor tagged in social media posts each hike throughout the summer
- Logo on team t-shirts worn on final hike
- Listing on the Honor Scroll on our Crowdrise Team Fundraising Page
- Logo on team photo posted on social media
- Logo on Triumph website Summit page sponsor billboard

### Silver Sponsorship Level - \$2,500

- Sponsor acknowledgement in closing credits (crawl) of Triumph to the Summit video
- Sponsor tagged in social media posts each hike throughout the summer
- Logo on team t-shirts worn on final hike
- Listing on the Honor Scroll on our Crowdrise Team Fundraising Page
- Logo on Triumph website Summit page sponsor billboard



### Bronze Sponsorship Level - \$1,250

*Mountain Summit Hike sponsorship level.*

*Only 3 Sponsor opportunities are available at this level.*

- Sponsor acknowledgement in closing credits (crawl) of the Triumph to the Summit video
- Sponsor tagged in social media posts for specific mountain summit hike
- Logo on team t-shirts worn on final hike
- Listing on the Honor Scroll on our Crowdrise Team Fundraising Page
- Logo on Triumph website Summit page sponsor billboard
- Hike choices: Thunder Mountain, Ralston Peak, and Thunder Mountain Canyon Route

### Copper Sponsorship Level - \$750

*Alpine Lake Hike sponsorship level.*

*Only 6 Sponsor opportunities are available at this level.*

- Sponsor acknowledgement in closing credits (crawl) of Triumph to the Summit video
- Sponsor tagged in social media posts for specific lake hike
- Logo on team t-shirts worn on final hike
- Listing on the Honor Scroll on our Crowdrise Team Fundraising Page
- Logo on Triumph website Summit page sponsor billboard
- Hike choices: Lake Margaret, Shealor Lake, Twin Lakes, Lake Winnemucca, Round Top Lake & Emigrant Lake



## Making Donations

1. Please make checks out to "Triumph Cancer Foundation".
2. Complete the Donor Form (last page of package).
3. Send checks and form to:

Pam Whitehead  
Triumph Cancer Foundation, Inc.  
947 Enterprise Drive Loft B  
Sacramento, CA 95825

All donors will receive an acknowledgement letter from Triumph Cancer Foundation for tax documentation. All monetary donations are tax deductible.



*Example of logo placement for sponsor recognition on hike photos posted on social media.*

## Logo Submittal:

- Logos for website – Artwork can be in JPEG format. Resolution must be 300 DPI.
- Logos for t-shirts - "reverse image" (All white text and graphics) in EPS format.
- Logos for Triumph to the Summit video should be EPS format.
- Logos should be e-mailed to Pam Whitehead at [pwhitehead@triumphfound.org](mailto:pwhitehead@triumphfound.org) & Christina Jeffers at [development@triumphfound.org](mailto:development@triumphfound.org).
- Deadlines: Logos for t-shirts must be submitted by August 20th. All other logos should be submitted as soon as possible to maximize sponsorship exposure.



## TRIUMPH CANCER FOUNDATION INFORMATION

- In October 2004, Triumph Fitness program was created and launched by local cancer survivor Pam Whitehead, who saw an unmet need in the community to help survivors recover from cancer treatment.
- In 2008, Triumph Fitness added a second location.
- In 2011, in order to expand the program, the Triumph Cancer Foundation was established.
- Triumph Cancer Foundation is a registered 501(c) (3) public charitable organization, located in Sacramento, California.
- In 2014, Triumph Fitness introduced a third location in the metro area.
- In 2014, a new program called Triumph to 5K was launched in partnership with Fleet Feet Sacramento and with the assistance of Triumph's own private volunteer coaches.
- In October of 2015, Triumph Fitness celebrated 10 years in the community.
- In 2016, Triumph Tune Ups were introduced. Tune Ups are large group format workouts held 3x a year and serve as refresher courses for Triumph alumni.
- In August 2016, Triumph launched a proprietary software application custom designed to collect quantitative and qualitative data on participants in order to assess physical and emotional conditions pre and post program. Fitness and health habits of participants are tracked through surveys for a full year after graduation.
- In 2017, Triumph formed a new partnership with California Family Fitness and launched two new locations for Triumph Fitness at Cal Fit's fitness facilities. This partnership will enable Triumph to continue expanding as funding allows.



## TRIUMPH MISSION

- Our mission is to recapture lives after cancer treatment through physical fitness. Triumph Fitness empowers adult cancer survivors and offers a chance for them to regain their strength and stamina, as well as their self confidence.
- The goal of Triumph Fitness is to provide participants with the knowledge, skills and ability to take personal responsibility for their health and well-being. The transition from the group sessions to self-care allows the individual participants to continue their new learned behaviors at home or at a local health club.
- Our Foundation's signature program, Triumph Fitness, is a 12-week fitness program specifically designed for cancer survivors to regain strength & stamina after treatment. Triumph Fitness has been offered at no cost to adult survivors in our community since 2005. Survivors work out in a group setting with professional instructors who are certified in cancer recovery exercise.



Triumph Cancer Foundation is a registered 501(c)(3) charitable organization.  
Tax ID 45-3968833.



## TRIUMPH TO THE SUMMIT DONOR FORM

Please complete and send in with your donor check.

Checks should be made out to "Triumph Cancer Foundation".

•YES! I WOULD LIKE TO BE A SPONSOR FOR TRIUMPH TO THE SUMMIT.

AMOUNT: \_\_\_\_\_ LEVEL \_\_\_\_\_

If you are selecting a specific hike to sponsor (one of the summit hikes or alpine lake hikes), please let us know which you would like to sponsor. Note that these levels are first-come, first-served. We will contact you to discuss alternatives if your desired hike is taken.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

STREET: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Questions? Please contact Pam Whitehead at [pwhitehead@triumphfound.org](mailto:pwhitehead@triumphfound.org) or call Pam at 916-501-3554 (cell)

