

Triumph to the Summit Sponsorship Opportunities

Taking Triumph to New Heights!

Each summer, Triumph Cancer Foundation assembles a team of hikers who train together 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 hikes get progressively longer and start at a higher elevation each week, so that by late August, 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.

For 2021, we have 2 summit celebration hikes scheduled along with 10 conditioning hikes scheduled which will take us to alpine lakes and mountain passes. On August 14th our team will assemble to ascend Thunder Mountain at 9,410'. And on September 10th, some of our selected team members will gather 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.

- Sponsor tagged in social media posts each hike throughout the summer
- Logo on team t-shirts worn on final hikes
- Logo on Team Fundraising page
- Logo on final Mt Tallac summit team photo posted on social media
- Logo on Triumph website Summit page sponsor billboard



Gold Sponsorship Level - \$5,000

- Sponsor tagged in social media posts both summit hikes plus final 3 conditioning hikes
- Logo on team t-shirts worn on final hike
- Listing on the 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 tagged in social media posts for Thunder Mountain & Mt Tallac hikes
- Logo on team t-shirts worn on final hike
- Listing on the 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 tagged in social media posts for specific mountain summit hike
- Logo on team t-shirts worn on final hike
- Listing on Team Fundraising Page
- Logo on Triumph website Summit page sponsor billboard
- Hike choices: Thunder Mountain, Thunder Mountain Canyon Route or Mt Tallac

Copper Sponsorship Level - \$750

Alpine Lake Hike sponsorship level.

Only 5 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 Winnemucca, Round Top Lake, Showers Lake or Grouse Lake
- (Please note: Sponsorship must be received at least 3 days prior to scheduled hike as the hiking calendar is fixed and cannot be changed.)
- **NOTE: See hiking calendar and important deadlines concerning logos on shirts.**

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 & Christina Jeffers at development@triumphfound.org.
- Deadlines: **Logos for t-shirts must be submitted by July 30th.** 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 2011, Triumph Cancer Foundation 501(c)(3) charitable organization was established.
- In 2014, Triumph Fitness introduced a third location.
- 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, large group format workouts for graduates, were introduced.
- In August 2016, Triumph launched a proprietary software application to collect data on participants to assess physical and emotional conditions pre and post program.
- In 2017, Triumph formed a partnership with California Family Fitness and launched two new locations for Triumph Fitness at Cal Fit's fitness facilities.
- In 2018, Triumphfound debuted on Instagram, Pinterest & other social media platforms.
- In April 2019, Triumph Fitness officially enrolled 1,000th survivor!
- In April 2020, Triumph Fitness pivoted to a virtual platform in response to the pandemic.
- In June 2020, Triumph-on-the-Go exercise kits are introduced to new participants.
- In February 2021, Triumph 2.0 continuation exercise program for graduates launched.



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 are guided by Triumph's certified cancer exercise specialists in small group settings with fellow survivors. Currently taught in a virtual format through 2021.



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 or call Pam at 916-501-3554 (cell)

Triumph to the Summit 2021 Hiking Schedule

June 26 - Shealor Lake

July 3 - Lake Margaret

July 10 - Twin Lakes

July 17 - Showers Lake

July 24 - Lake Winnemucca

July 31 - Twin Lakes 2

August 7 - Round Top Lake

August 14 - Thunder Mountain

August 21 - Grouse Lake

August 28 - Thunder Mountain - Horse Canyon

September 4 - Round Top Lake Loop

September 10 - Mt. Tallac

* Schedule may change due to weather conditions and access to trailheads.

