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Ride. Rock. Rally. • May 20, 2017 • Boulder, CO

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# RIDE. ROCK. RALLY.

Support patients in their battle against melanoma

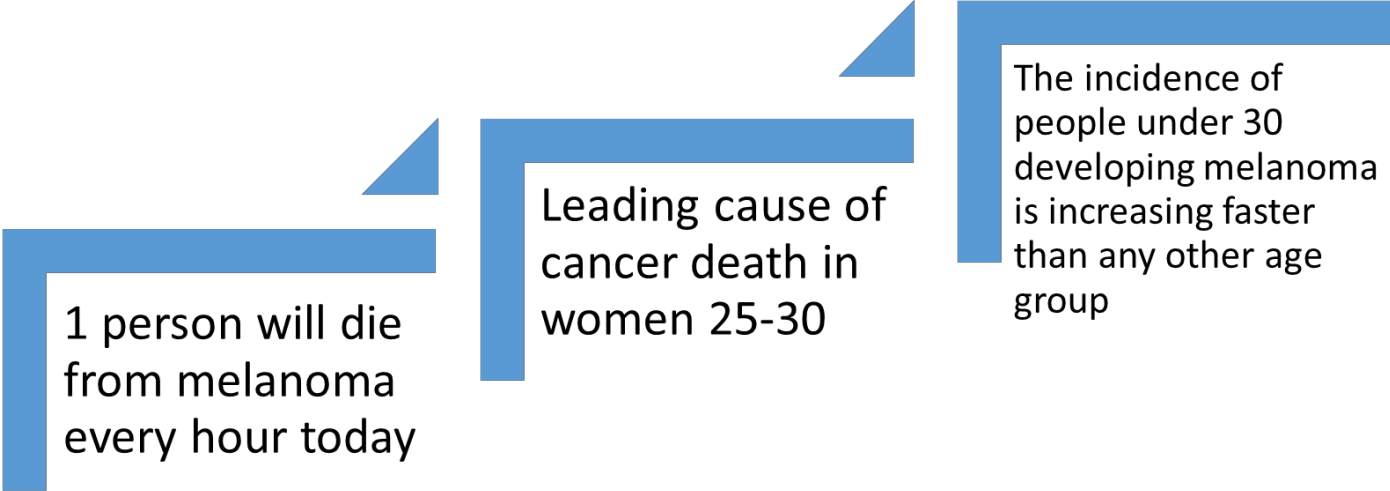
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**Ride. Rock. Rally.** is brought to you by Array BioPharma. All proceeds will benefit the Melanoma Research Foundation to fund melanoma research and support patient and caregiver resources.

Slather on your sunscreen, grab your bike and helmet and sign up to sponsor now!

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1 person will die  
from melanoma  
every hour today

Leading cause of  
cancer death in  
women 25-30

The incidence of  
people under 30  
developing melanoma  
is increasing faster  
than any other age  
group

**Your climb helps our climb against this deadly disease...**

**There is work to be done.**

**Please join us in the fight against melanoma.**

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# Become a Ride. Rock. Rally. Sponsor

## Presenting Sponsor (\$25,000)

- Complimentary rider registrations  
*maximum 10, value: \$2,500*
- Best efforts at recognition in earned media coverage
- Logo on event website
- Logo on event signage and sponsor signage\*
- Opportunity to host on-site booth

- 5 backstage passes to meet band
- Verbal recognition at the event during stage program (with company representative on stage)
- Recognition in post-event participant email with company offer (discount code, coupon, etc.) for participants
- Opportunity for staff to volunteer at the event

\*Deadline to be listed in signage is **April 15, 2017**

## Canyon Sponsor (\$10,000)

- Complimentary rider registrations  
*maximum 5, value: \$1,250*
- Best efforts at recognition in earned media coverage
- Logo on event website
- Logo on event signage and sponsor signage\*
- Opportunity to host on-site booth

- Verbal recognition at the event during stage program
- Recognition in post-event participant email with company offer (discount code, coupon, etc.) for participants
- Opportunity for staff to volunteer at the event

\*Deadline to be listed in signage in **April 15, 2017**

## Hill Climb Sponsor (\$5,000)

- Complimentary rider registrations  
*maximum 3, value: \$750*
- Best efforts at recognition in earned media coverage
- Logo on event website
- Logo on event signage and sponsor signage\*

- Verbal recognition at the event during stage program
- Recognition in post-event participant email with company offer (discount code, coupon, etc.) for participants
- Opportunity for staff to volunteer at the event

\*Deadline to be listed in signage is **April 15, 2017**

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## Swag Bag Sponsor (\$2,000)

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- Logo on athletic bag
  - Opportunity to have a brochure or coupon in bag
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\*Limit to 12 companies

\*\*Deadline to receive benefits is **April 15, 2017**

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## In-Kind Sponsor

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- Opportunity to have a product or coupon in bag
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\*Must be aligned with MRF mission

\*\*No other recognition for in-kind sponsorship

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### For additional information, please contact:

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The Melanoma Research Foundation is a 501(c)3 not-for-profit organization, tax ID number is 76-0514428. Donations are tax deductible to the extent allowable by law.



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is brought to you by

