



*25 Years*  
Of supporting our  
communities across  
Delaware!

18947 John J. Williams Highway, Suite 312  
Rehoboth Beach, DE 19971

[npickles@cscde.org](mailto:npickles@cscde.org)  
(302) 645-9150

Dear Friend,

Cancer Support Community Delaware (CSCDE) is excited to announce the return of our fastest and most exhilarating fundraiser yet! The Delaware Route 1 Bike Challenge is sure to be a unique and memorable event and also a perfect opportunity to showcase your support for CSCDE throughout your community. After completing last year's race in just under 8 hours, solo-rider and athlete, Sean Saxton, plans to try to beat his time this year in 2021!

Business sponsorships support CSCDE's critical work as a state wide non-profit organization, providing support services for cancer patients, caregivers, and their families. Our mission is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. We are a support system every step of the way during each individual's journey with cancer; from diagnosis to treatment, remission, and beyond.

Showcase your business to the 70,000 individuals who access our website. Your business and support will also be featured on our social media that gains over an average of 1.4 million impressions annually. We typically see a **50% increase** in web and media traffic and engagement when we are promoting our events!

The week of March 16<sup>th</sup>, 2020, CSCDE quickly pivoted from in-person services to virtual programming due to the pandemic. We continue to find it critical to support the cancer community in a meaningful way by providing our participants with opportunities to connect with their support groups, as well as their mind/body stress reduction and educational programming. With ZERO days of missed programming, we have proudly provided services to over 9,500 participants and have provided over 25,000 visits statewide to date, all at no cost to the participants, caregivers and families.

Enclosed you will find the necessary sponsorship form. Stay up-to-date with event information, register as a sponsor, and more at: [www.cancersupportdelaware.org](http://www.cancersupportdelaware.org).

Thank you for your consideration, and together we can ensure no one in Southern Delaware faces cancer alone!

Sincerely,

Michelle Mallon  
[mmallon@cscde.org](mailto:mmallon@cscde.org)  
(302) 569-7111 (cell)  
Cancer Support Community Delaware  
Sussex County



## Delaware Bicycle Route 1 Challenge 2021 Event Sponsorship

Sunday, September 26, 2021

**Deadline for Business Sponsorship: August 13, 2021**

CSCDE is excited to announce the return of the **Delaware Bicycle Route 1 Challenge** on Sunday, September 26, 2021. This is a very special and unique ride that will be an inspiration for many in the community who have been touched by cancer. The memorable event features a 146-mile challenge all throughout Delaware by triathlete and endurance junkie, Sean Saxton. In honor of Sean's aunt who he lost to colorectal cancer, Sean's dedication to raising money for those impacted by cancer honors her life and legacy that she left behind. In 2020, Sean and his team raised almost \$6K for CSCDE and he set an unofficial fastest known time on the course. He hopes this will continue to inspire others to complete the ride and tie their efforts to a cause that is meaningful to them.

In 2021, we celebrate CSCDE's critical work 25 years in the making while striving to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. Besides the sponsorship opportunities for this event, we also offer other ways to get involved; sponsor the pace car, jersey or rest stop in honor/memory of a loved one, or volunteer.



Challenge Rider, Sean Saxton (L), Sean with mom and grandmother at the finish (R)



## Our Mission

**Cancer Support Community Delaware has spent the past 25 years making our mission our tradition**, by striving to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

## Who Are We?

**Cancer Support Community Delaware** is a statewide nonprofit organization where our support groups and programs are professionally led and are provided at no cost to help participants and caregivers cope with the emotional and life changing aspects of cancer. We represent the full diversity of those impacted by cancer.



WordItOut

## Why be involved?

- Support the development of mental health services for those impacted by cancer throughout Delaware
- Be part of an active community that promotes a healthy lifestyle
- Assist to provide community leadership and involvement
- Educate and build awareness for the social and emotional benefits for our cancer patients, family, and caregivers of Delaware
- Access a diverse community that offers great marketing visibility



Sponsorship Level	<i>Sponsorship Benefits – DE Bicycle Route 1 Challenge</i>
<b>Grand Tour Sponsor</b> \$1,500+	As a Presenting Sponsor of DE Bicycle Route 1 Challenge, you will receive full name bragging rights, the option to give remarks during the event, four signs placed throughout the celebration event, including step and repeat photo op, on pace car and all benefits included in the Century Sponsor level. As well as, becoming the DE Bicycle Route 1 Challenge premier sponsor. This is the opportunity to make your sponsorship package one you would be most proud of!
<b>Century Sponsor</b> \$1,000	<ul style="list-style-type: none"> <li>• Name/Company featured prominently on posters, event banner and jersey</li> <li>• Name/Company featured prominently as Pace Car Sponsor</li> <li>• Name/Company featured in all event email e-blasts</li> <li>• Name/Company featured in all social media posts</li> <li>• Name/Company listed on event website</li> </ul>
<b>Apex Sponsor</b> \$500	<ul style="list-style-type: none"> <li>• Name/Company listed on event posters, banner, jersey, and sides of pace car</li> <li>• Name/Company featured in all email e-blasts</li> <li>• Name/Company featured in all social media posts</li> <li>• Name/Company listed on event website</li> <li>• Vendor/Promotional space at event</li> <li>• Fan Zone sponsor (by county)</li> </ul>
<b>Classic Sponsor - Business</b> \$250 <b>Non-Profit</b> \$50	<ul style="list-style-type: none"> <li>• Name/Company listed on event posters, banner and jersey</li> <li>• Name/Company featured in all email e-blasts</li> <li>• Name/Company featured in all social media post</li> <li>• Name/Company listed on event website</li> </ul>
<b>Freewheel Sponsor</b>	<p>After the big race, let's celebrate! A location (preferably an eatery) dedicated to thanking sponsors, supporters and congratulating Sean!</p> <ul style="list-style-type: none"> <li>• Name/Company listed on event posters, banner and jersey</li> <li>• Name/Company featured in all email e-blasts</li> <li>• Name/Company featured in all social media posts</li> <li>• Name/Company listed on event website</li> <li>• Signature menu item is featured and portion of proceeds donated to CSCDE</li> </ul>
<b>Donor Program</b>	CSCDE is able to provide a charitable tax receipt for monetary donations. Donations can be directed toward a specific program or County or can be broader in nature e.g., support groups. Nonspecific donations will be used to build and support the foundations of our goals and mission.



## 2021 CSCDE DE Bicycle Route 1 Challenge Business Partner Sponsorship

### Contact Information:

Name/Company (as you would like it to appear in promotional materials):

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Levels:

- Grand Tour Sponsor \$1,500+
- Century Sponsor \$1,000
- Apex Sponsor \$500
- Classic Sponsor \$250 *Business*
- Classic Sponsor \$50 *Non-Profit*
- Freewheel Sponsor \_\_\_\_\_



### Payment Information:

Payment Method:  Check  MasterCard  Visa  Amex

Credit Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CVC: \_\_\_\_\_ Signature: \_\_\_\_\_

**Make checks payable to Cancer Support Community Delaware.**

**Your donation is tax-deductible to the fullest extent allowed by law. Tax ID # 51-0351863**

**Please Email Your Logo To:** [mmallon@cscde.org](mailto:mmallon@cscde.org) (in high resolution jpeg or png format)

**Please Mail Completed Form & Check To:** Cancer Support Community Delaware  
18947 John J. Williams Highway, Suite 312  
Rehoboth Beach, DE 19971  
302-645-9150 (office) 302-569-7111 (cell)  
Attention: Michelle Mallon

**Thank you for your support!**

[www.cancersupportdelaware.org](http://www.cancersupportdelaware.org)