



2016 SPONSORSHIP

Not all life dreams or goals are about ultra-racing, but if they're big or challenging, pushing us outside of our comfort zone, well, they become our "epic." And it's pursuing that epic that shapes us as people.
#liveyourdream



2015 Highlights

**30 races this past year
(and counting!)**

Hague, NY
Sandusky, OH
Chicago, IL
Springfield, OH
Benton Harbor, MI
Middleville, MI
Boston, MA
Morristown, NJ
Danville, PA
Pittsburgh, PA
Charleston, WV
Sterling, VA
Sebring, FL
Trans-Ohio Record Ride
Race Across the West
to Durango, CO
Oceanside, CA
Glen Rose, TX
Louisville, KY
Chattanooga, TN

Paris-Brest-Paris,
France

Subic Bay,
Philippines



They set the 2-person mixed team record across Ohio!



They brought PH community to the Pittsburgh Marathon



A personal record in Boston!



She biked 715 miles!

Events

Team PHeNomenal Hope put an even bigger presence into our hometown signature endurance race, the **Pittsburgh Marathon**—showcasing doctors, nurses, patients, family members, members from industry, and friends supporting the marathon and raising PH awareness.

48 People racing and volunteering for Team PH and lots of TV and media

We Inspired a community...by participating in PH Support Group Events: **PHeNomenal Hope 5K** and **Walking PHor a Cure**, hosting the Team PHeNomenal Hope **RAW Starting Line Celebration** in Oceanside, California—a gathering with patients in California celebrating our race together, giving the **Keynote speech at PHA PHPN Symposium**, inspiring the allied health professionals through our ultraracing experiences, in the universal theme of living one's dream.

Social Media

Our Facebook & Twitter presence is growing

- 30% growth
- Avg. monthly reach over 12,000
- Avg. monthly impressions over 65,000
- An engaged Twitter following

eNewsletter

We launched an eNewsletter to keep people in the loop on the latest happenings and upcoming events with Team PHeNomenal Hope and our sponsors.

- Our average open rate is 47% (more than twice the industry average)
- We included 9 featured sponsor appearances—People are especially engaged when we share personal stories from the team and PH patient stories.

Website

We redesigned our website, which is dynamic, with key homepage features that change with new campaigns and feature races—Pittsburgh Marathon, Race Across the West (RAW), Paris-Brest-Paris (PBP), Ironman Season

Our website is growing

In 2015 we have had

- 20% more page views
- 25% more sessions
- 41% more users

We've noticed a 30% increased social media engagement

People find us in various ways

- Organic search 27%
- Referral 25%
- Social 22.5%

**TEAM
PHeNomenal
HOPE**

Racing to Make a Difference

What is Pulmonary Hypertension?

Pulmonary hypertension (PH) is a rare disease of high blood pressure in the lungs that can lead to heart failure. Patients with PH experience symptoms such as shortness of breath, dizziness and fatigue, and the severity of symptoms usually correlates with the progression of the disease. PH affects people of all ages, races and ethnic backgrounds. A specific type of PH – pulmonary arterial hypertension (PAH) – affects the arteries of the lungs, generally affects otherwise healthy, young individuals and affects women twice as often as men.

The Need

- Although the exact prevalence of PAH in the USA is not known, according to the American Thoracic Society it is estimated to be in the hundreds of thousands with many cases undiagnosed.
- Despite much progress in developing treatments over the past 25 years, there is still no cure, and approximately 1/3 of patients with PAH will not live 5 years.
- Most people do not even know about pulmonary hypertension.

Team Phenomenal Hope, The Nonprofit

Team PHenomenal Hope was created with the knowledge that finding a cure for PH begins with increasing awareness about the disease, leading to donations to support researchers in their search for a cure. We use ultra-endurance sports as a platform to awareness, both to educate people about PH and the need for a cure, as well as inspire others to rally to this cause, whether by taking on their own fundraising and awareness campaigns or donating to help fund raising awareness and finding a cure.

Finding a Cure

Researchers devote their lives working day and night to defeat this disease, but they need our help. Central to our mission is supporting those who seek a cure.

Our Goal

We are raising money to support novel awareness initiatives, coming into communities who know little about PH and bringing funds to support research grants from the Pulmonary Hypertension Association (PHA). The PHA is an award-winning national/international nonprofit dedicated to supporting patients, caregivers, and medical professionals.



TEAM
PHenomenal
HOPE

25,000,000 people
suffer with PH worldwide

As many as **100,000**
Americans may have PH, but
there are likely thousands that go
undiagnosed.

By the time they are accurately
diagnosed, the average PH patient
has seen **3** different doctors
in **2.3** years.

Without treatment, the median
survival for a patient with pulmonary
arterial hypertension is **2.8** years.

PH affects people of **all** ages,
genders & races.

People with PH often don't look sick,
yet their **heart may be**
running at a **marathon pace**.
Some patients require oxygen.

There are currently **12** FDA
approved medical
treatments, but still no known
cure.

Big Fat Audacious Goals

Our First National Campaign... #LiveYourDream

"Ride my bike 50 miles for PH..."

Bob Fisher
Chicago, IL

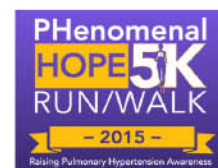


"Our stories became their stories, and their stories became our stories."

Many themes from ultra racing translate into life. People have a dream, that voice inside you that says you must do something beyond your comfort zone. That's it. That's the dream. In 2016 our dream is to invite members of the PH community to join us in our **#LiveYourDream** campaign. We will create an online interactive community bringing together people from the endurance and PH communities, sharing their dream and supporting and celebrating accomplishments—everyone can be a member of Team PHenomenal Hope.

Working with the Community

PHenomenal Hope 5K Team PHenomenal Hope serves as a lightning rod of PH awareness. This year we will work with our community even more closely to continue the signature event the PHenomenal Hope 5K. In it's first two years the PHenomenal Hope 5K was the sole work of PH patient Julia Feitner and her family and PHriends. And this year in her dream of growing her event, Julia will have a Team PH army.



The Pittsburgh Marathon Just before World PH day, our hometown hosts one of the premier marathons in the country. This year we plan to grow our efforts! Whether racing or giving water hand-ups, you'll see members of Team PH, their families and PHriends supporting Pittsburgh and raising awareness.



Pushing Ourselves to the Limit

In 2015, Team PHenomenal Hope raced in events all around the country and world!
In 2016 we will race farther and extend our reach to new continents.



Feb 2016

The Pioneer, New Zealand Our new recruit, PH specialist Hap Farber, teams up with Patricia George in a 7-day mountain bike race in New Zealand. This PH doc duo will kick off 2016 and jumpstart the **#LiveYourDream** campaign.

April 2016

The Boston Marathon Monica Reisz returns to Boston to conquer that marathon again! After setting a personal record in 2015, will she beat it this year?



October 2016

Bertioga-Maresias, Brazil Team PHenomenal Hope joins Team PHenomenal Hope **BRASIL** at Bertioga-Maresias, a 75-km race on the beach and in the forest. Runners from our team will run with athletes from Team Phenomenal Hope **BRASIL** who are working to raise awareness about PH in Brazil and bring more treatments to patients with PH.



Our Mission

To train and race in honor of those living with pulmonary hypertension
To raise awareness about the disease
To raise money to support research for a cure
To inspire and empower others to take an active step in our race towards a cure



Sponsor Levels

Steel
\$1,000

Iron
\$5,000

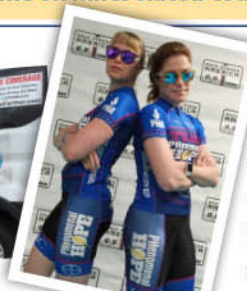
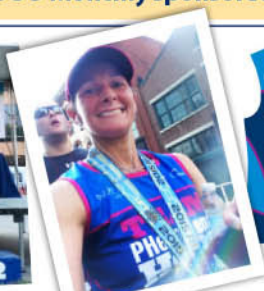
Bronze
\$10,000

Silver
\$15,000

Gold
\$25,000

Platinum
\$35,000

Number of Spots			4	3	3	2
#Live Your Dream Campaign (Platinum Sponsors Only)						<p>Presenting Sponsor Listed on the #ChooseYourDream Campaign Page and signage at PHA Conference</p> <p>Sponsor the monthly Newsletter Updates on the #LiveYourDream Campaign</p> <p>Included in mailings on the #LiveYourDream Campaign cards. Mentioned in the Press Release about the #LiveYourDream Campaign</p>
Blog & Newsletter Presence		Article in blog & featured in newsletter about your company with Iron Level Sponsors	Article in blog & featured in newsletter about your company with Bronze Level Sponsors	Article in blog and featured in newsletter about your company with Silver Level Sponsors	Article in blog and featured in newsletter about your company with Gold Level Sponsors	<p>Sponsored Article Space in 6 newsletters per year (e.g., <i>Breathing Breakthroughs</i> sponsored by UPMC)</p> <p>Article in blog and featured in newsletter about your company with Platinum Level Sponsors</p>
Social Media Presence	Social Media Shout-outs	Regular posts through the year	Regular posts through the year	Featured in regular posts throughout the year	Featured in regular posts throughout the year	Featured at least every other week in #Motivational Monday posts
Website Presence	Name on sponsor page of website	Name on sponsor page of website	Name on sponsor page of website	Name on sponsor page of website	Name on homepage with presenting and featured sponsors, in 2nd tier of sponsor page	Name at TOP of webpage, name at TOP of sponsor page, and at TOP of all signage that mentions sponsors at events
Uniform	Name on shirts featuring sponsors	Name on shirts featuring sponsors	Name on back of uniform, Name on shirts featuring sponsors	Name/Logo on back of official team uniform or equivalent. Name on shirts that feature sponsors	Name/Logo on highly visible part of official team uniform, front and back. Name on shirts that feature sponsors	Name/Logo most visible part of uniform, front and back. Name on shirts that feature sponsors
Add-on Features	\$5000 Monthly sponsored spot in our newsletter					\$5000 Exclusive name on Miles Raced Counter



TEAM PHENOMENAL HOPE

Sponsor Agreement

Yes! I/We wish to support **Team PHenomenal Hope** in the effort to raise awareness and funding for pulmonary hypertension and the Pulmonary Hypertension Association (PHA). This gift supports the team as it prepares for 2016, as well as scientific research for a cure for this disease.

Sponsorship Levels

- | | |
|---|----------|
| <input type="checkbox"/> PLATINUM SPONSOR | \$35,000 |
| <input type="checkbox"/> GOLD SPONSOR | \$25,000 |
| <input type="checkbox"/> SILVER SPONSOR | \$15,000 |
| <input type="checkbox"/> BRONZE SPONSOR | \$10,000 |
| <input type="checkbox"/> IRON SPONSOR | \$5,000 |
| <input type="checkbox"/> STEEL SPONSOR | \$1,000 |

Payment Options

- ☐ QUARTERLY ☐ SEMI-ANNUALLY ☐ ANNUALLY ☐ ONE TIME GIFT

Beginning Date

Month

Year

- ☐ CREDIT CARD ☐ PLEASE INVOICE ☐ CHECK PAYBLE TO: **TEAM PHENOMENAL HOPE**
Please note on your check "Sponsorship 2016"

Billing Information

Business / Organization Name

Phone

Email

Name

Address

City

State

Zip

Credit Card Information

- ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS ☐ DISCOVER

Credit Card Number

Expiration Date

Security Code

Signature

Date

This form outlines my/our intention to fulfill this commitment in support of the **Team PHenomenal Hope**, although the payment schedule for any unpaid balance may be modified if changed conditions should warrant. It is understood that this does not obligate my/our family or heirs, although they may desire to complete the payments knowing of my/our interest in the **Team PHenomenal Hope**. It is also understood that I/we may increase the gift indicated at a future date. **Team PHenomenal Hope, Inc** is a 501(c)3 organization, and all donations are tax-exempt.

