

TEAM Phenomenal HOPE

2015 SPONSORSHIP PACKET



Join us in our race to cure
Pulmonary Hypertension

Our First Race

2014 Race Across America (RAAM)

Oceanside, CA

Annapolis, MD



7 Days 7 Hours 15 Minutes

SUCCESS IN OUR FIRST MAJOR RACE

Team Phenomenal Hope raised awareness through the 2014 Race Across America, one of the most respected and longest running endurance sporting events in the world, a pinnacle of athletic achievement. This ultra-endurance sport and incredible teamwork inspired everyone who was a part of it—racers, crew, staff and fans alike.

OUR MESSAGE IS BEING BROADCAST

Our goal of raising awareness of Pulmonary Hypertension was successfully accomplished! Our message was spread not only through social media and conventional media, but local and national television as well.

- Featured on ABC's **Nightline**
- Showcased in the opening video of the Pulmonary Hypertension Association (PHA) International Conference
- One of few teams showcased at the Pre-RAAM press conference
- Featured in San Diego TV news as well as Pittsburgh KDKA/CBS TV news
- Interviewed on **Pittsburgh Today** Live TV morning show
- Featured in local print and online media

GOING WAY BEYOND JUST THIS RACE

With the initial success of our first Race Across America, **Team Phenomenal Hope** continues in its commitment to racing with the Pulmonary Hypertension community and inspiring others. We plan to:

- Support a regional team competing in high-profile races
- Represent pulmonary hypertension in international ultra-endurance events
- Continue to reach out and connect with our most valuable teammates - those living with PH
- Inspire others to take an active step in this race towards a cure
- Raise funds to support pulmonary hypertension research
- Literally put PH on the map!



Racing for a Cure

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 CHARITY

Team PHenomenal Hope was created with the knowledge that finding a cure for pulmonary hypertension begins with increasing awareness about the disease. Awareness leads to donations to support researchers in their search for a cure. We promote using 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 campaign 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

For every dollar we raise to support the team in raising awareness, we will donate at least one dollar towards research grants from the Pulmonary Hypertension Association (PHA). The PHA is an award-winning national/international research charity 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.

Help Us Rally!

Our Big Fat Audacious Goals

**June
2015**

RACE ACROSS THE WEST (RAW) • TUESDAY, JUNE 16, 2015

Team PHeNomenal Hope is back, this time as a 2-woman team competing in the Race Across the West. RAW is one of the world's top RAAM qualifying events, starting in Oceanside, California, and finishing 860 miles later in Durango, Colorado. This time **Team PHeNomenal Hope** will race as a 2-person team, and Anne-Marie Alderson and Patricia George aim to set the 2-woman record.



**August
2015**

PARIS-BREST-PARIS (PBP) • SUNDAY, AUGUST 16, 2015

Team PHeNomenal Hope is going international with plans to ride in the oldest ongoing road bicycling event in the world. PBP is a grueling test of human endurance and cycling ability, held every four years, beginning at the French capital, traveling west 600 kilometers to the port city of Brest and then back to Paris in under 90 hours. In this event riders make the trek self-supported without crew. Active recruitment for this ride is successfully underway by Team PHeNomenal Hope.



**June
2016**

RACE ACROSS AMERICA (RAAM) • 2016

When we crossed the finishline in June 2014, the rallying cry among **Team PHeNomenal Hope** members—racers and crew—became “RAAM 2016”. Hence this is firmly on our radar. In fact, we plan on Team PH returning to RAAM and competing in other epic ultra-endurance events in years to come. This next year—2015—is a formative year where we transition a successful effort into a lasting one.



**All
Year
Long**

TEAM PHENOMENAL HOPE REGIONAL TEAMS

Our journey through RAAM 2014 brought together people who shared a passion for using sport to make a positive difference in the lives of people living with PH. We want to build upon that and continue to recruit individuals who will wear the Team PH colors and swim, bike or run in endurance events. This team will include people from the RAAM 2014 team (racers and crew), healthcare workers, researchers, and others moved and motivated by the mission of **Team PHeNomenal Hope**. Athletes will compete in high-profile distance cycling events, marathons, and Ironman triathlons, and will be connected through their passion for endurance sports and helping the PH community. *In contrast to 2014, our goal is to expand our team so members will be competing in high profile events almost every month of the year!*



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

Presenting \$25,000 Get our national team from California to Colorado. Be on jerseys in France.

Website Visibility	Name on top sponsor bar on landing page, Prominently displayed in corporate sponsor section on landing page
Website Blog Feature Post	Feature article in our website blog, promoted through social media and newsletter
Website Sponsor Page	Company Logo in premier area on Collective Sponsor Page, linked to company's website
Car decals	Large company logo on support vehicles
Access to athlete images	Use on corporate materials & press releases. Photos with the team at the start and finish.
Publications and Events	Associated with team in publications and interviews. Mentioned at all team events (e.g., Team PHeNomenal Hope, racing with PHA, presented by [your organization]) Name will be listed in team newsletter
Social Networking	Featured and mentioned at least twice monthly in Facebook and Twitter posts
Jersey and Uniforms	Large company logo centered on front and back of the team uniforms
T-shirts	Large company logo on back of T-shirts worn by team and given away in fundraising events

Glass Elevator \$15,000 Get us down the Glass Elevator" (a 4000 ft. descent) and through the desert.

Website Visibility	Name on website home page
Website Blog Feature Post	Feature article in our website blog, promoted through social media and newsletter
Website Sponsor Page	Company Logo in premier area on Collective Sponsor Page, linked to company's website
Car decals	Medium company logo on support vehicles
Access to athlete images	Use on corporate materials & press releases. Photos with the team at the start and finish.
Publications and Events	Name will be associated with team in publications and at events. Name will be listed in team newsletter
Social Networking	Featured and mentioned at least monthly in Facebook and Twitter posts
Jersey and Uniforms	Company logo featured on front and back of the team uniforms
T-shirts	Medium company logo on back of T-shirts worn by team and given away in fundraising events

Corporate \$10,000 Support Team PH athletes in endurance races all over the USA!

Website Banner	Name on website home page
Website Blog Feature Post	Feature article in our website blog, promoted through social media
Website Sponsor Page	Company Logo in premier area on Collective Sponsor Page, linked to company's website
Access to athlete images	Use on corporate materials & press releases. Photos with the team at the start and finish.
Publications and Events	Name will be associated with team in publications and at events. Name will be listed in team newsletter
Social Networking	Featured and mentioned in Facebook and Twitter posts
Jersey and Uniforms	Company logo on back of the team uniforms
T-shirts	Company logo on back of T-shirts worn by team and given away in fundraising events

Ironman \$5,000 Per Year Help endurance athletes swim, bike, run & raise awareness about PH

Website Sponsor Page	Company Logo in premier area on Collective Sponsor Page, linked to company's website
Access to athlete images	Use on corporate materials & press releases. Photos with the team at the start and finish.
Publications and Events	Name will be listed in team newsletter distributed to sponsors, supporters, and followers
Social Networking	Featured and mentioned in Facebook and Twitter posts
T-shirts	Company logo on back of T-shirts worn by team and given away in fundraising events

Basic \$1,000 Per Year Be the foundation of Team PHeNomenal Hope. Raise funds to find a cure.

Website Sponsor Page	Company Logo in premier area on Collective Sponsor Page, linked to company's website
Access to athlete images	Use on corporate materials & press releases. Photos with the team at the start and finish.
Publications and Events	Name will be listed in team newsletter distributed to sponsors, supporters, and followers
Social Networking	Featured and mentioned in Facebook and Twitter posts
T-shirts	Company logo on back of T-shirts worn by team and given away in fundraising events



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 2015, as well as scientific research for a cure for this disease.

Sponsorship Levels

- | | | |
|--------------------------|------------------------|----------|
| <input type="checkbox"/> | PRESENTING SUPPORTER | \$25,000 |
| <input type="checkbox"/> | GLASS ELEVATOR SPONSOR | \$15,000 |
| <input type="checkbox"/> | CORPORATE SPONSOR | \$10,000 |
| <input type="checkbox"/> | IRONMAN SPONSOR | \$5,000 |
| <input type="checkbox"/> | BASIC 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 2015"

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.

