

# WE HAVE A STORY TO TELL

2017 SPONSORSHIP

**TEAM**  
**Phenomenal**  
**HOPE**

# TABLE OF CONTENTS

TEAM PHENOMENAL HOPE  
2017 SPONSORSHIP PACKET

TITLE	PAGE
HIGHLIGHTS OF 2016 .....	2
ABOUT TEAM PHENOMENAL HOPE .....	3
VISION FOR TEAM PH .....	4
1. ENDURANCE RACE TEAM .....	5
2. AMPLIFYING PATIENT VOICES .....	7
3. INTERNATIONAL TEAM DEVELOPMENT .....	7
4. SUSTAINABLE GIVING FUNDS .....	8
TEAM PH SPONSORSHIP .....	9
USE OF FUNDS .....	10
BE A PART OF THE NARRATIVE .....	12
SPONSOR AGREEMENT FORM .....	13





# HIGHLIGHTS OF 2016

OVER  
**5100**  
MILES RACED IN 2016

COMPETED IN **4**  
COUNTRIES ON **3** CONTINENTS:  
US, NEW ZEALAND,  
BRAZIL, AND GERMANY



**33** TEAM  
RACERS



**51**  
PATIENT  
AND ATHLETE  
STORIES  
SHARED



TEAM PHENOMENAL  
HOPE WEBSITE HAS  
SEEN A DRAMATIC  
96% INCREASE IN  
USERS DURING 2016 OVER 2015,  
AND A 72% INCREASE IN VISIT  
SESSIONS.



WE HAVE 41,000  
WEBSITE PAGE VIEWS,  
18.5 THOUSAND FACEBOOK  
REACTIONS, & 156,000  
IMPRESSIONS ON TWITTER SO  
FAR FOR 2016.

**12** US  
STATES



**35** RACE  
EVENTS



**22**  
#LETMEBEYOURLUNGS  
PATIENT MATCHES



FIRST INTRA-NATIONAL TEAM RACE!  
(TEAM PH BRAZIL & TEAM PH US  
RACING TOGETHER IN THE  
BERTIOGA MARESIAS)

## MISSION OF TEAM PHENOMENAL HOPE

Team PHenomenal Hope was created to bring together a worldwide team of individuals to build a community and improve the quality of life for those living with pulmonary hypertension (PH). The unique aspect of Team PHenomenal Hope is our use of the culture and spirit of endurance racing to unify patients, care providers, athletes and philanthropists to achieve our mission and accomplish our goals.

### The mission of Team PHenomenal Hope is to:

- Provide a novel platform of endurance athlete/patient partnerships in order to amplify the stories of pulmonary hypertension;
- Provide seed funding and support to grassroots chapters around the world; and
- Develop sustainable funding programs that support research and innovative means of patient support.





# ABOUT TEAM PHENOMENAL HOPE

Team PHenomenal Hope was founded in 2012 by two pulmonary hypertension physicians who believed in an idea: using high-profile endurance events to rally a community.

What resulted was a small team of four cyclists entering the Race Across America to raise awareness of PH. Since then, it has evolved into over forty athletes racing on four continents in eighty events across 12,000 miles, all while building meaningful relationships throughout the patient and caregiver community.

The team has evolved; it's become a movement. For example, athletes can now race for members of the PH community. The #LetMeBeYourLungs campaign connects athletes with patients in the athlete's local community or region. The campaign builds a bond between the athlete and patient. It also encourages a better understanding of the struggles pulmonary hypertension patients endure on a daily basis.





# VISION FOR TEAM PH

We will utilize the pageantry of endurance sports as well as the culture and spirit of endurance competition - perseverance, dedication, focus, and teamwork - to help athletes serve others through their sport. We will empower athletes to go even further than just the miles they race by giving them a process to let them race for those in need.

We will create opportunities - digitally and in real life - to pull people with pulmonary hypertension and their caregivers out of isolation and let them know we see and care about them.

We will work hard to amplify their voices - through our website, through online video, through partnered fundraising - so they can be heard on their own terms expressing their own stories.

We will foster community and connections and purpose through our athlete-patient partnerships, including #LetMeBeYourLungs, regional 5K races, and Team Lifts - a program where we help patients and families come to our race events to cheer with us and watch the team compete on their behalf. And, of course, eat and laugh together afterwards!

This sponsorship package outlines Team PHenomenal Hope's comprehensive program over the next three years. The program is composed of 4 parts: our expanding endurance race team, our strong connections with patients, our exciting global movement, and our sustainable giving program.





# VISION FOR TEAM PH

## 1. ENDURANCE RACE TEAM

Our US-based athlete team program uses a blend of endurance and community-oriented race programs around the US and abroad to raise awareness of pulmonary hypertension and to fundraise for our PHeNomenal Impact Fund for Global PH Research.

We forecast growth for our racing team over the next three years, projecting 72 total global athletes in 2017, and growing to 75 athletes around the country by 2019. We have exciting plans to participate in high-profile events and to race with more athletes and more members of the PH community from all over the country. With a growing team, we are able to send more, and bigger, groups of athletes to races.

### RAAM & Ultra-racing Through 2019

The origins of Team PHeNomenal Hope began with the Race Across America (RAAM), the World's most challenging bicycle race. The team raced RAAM in 2014 and the Race Across the West in 2015. We took our ultra-racing internationally in 2016 with the Pioneer New Zealand mountain bike race and the 75 km Brazilian footrace, the Bertioga Maresias. These races successfully brought attention to pulmonary hypertension, rallied the community, and fed our passion for taking on ultra challenges for the PH community. With RAAM 2018, we are headed back to where it started. This race will be bigger, faster, and will include an international team.

### Rad Am Ring 2017, Nürburg, Germany

In 2016, teammates Axel and Katrin from Germany competed with 6 friends in Rad Am Ring, a 24-hour road bike race. They set the stage for our first major international cycling event. Our international teams will come together in 2017 for this 24-hour road cycling race as two teams of four. Team PH and Team PH Germany will join forces to compete in the relay ultracycling world. As we test our mettle on this challenging course, we'll be shining a spotlight on pulmonary hypertension in Europe and around the world.

Rad Am Ring is a perfect training race and team experience, and it is fitting to be racing as an international team in the year of the World Symposium on Pulmonary Hypertension.

### Ironman Mont Tremblant 2017, Quebec, Canada

Our triathlete contingent continues to grow and thrive. In August 2017, five Team PH triathletes will be competing in this legendary race. Look for us to make a big impact as Team PH goes the distance in Canada.

### Pittsburgh Marathon 2017, United States

We believe that raising PH awareness begins at home. Team PH will again be a Silver Level sponsor in 2017 for the Pittsburgh Marathon. We will not only put athletes on the course but we will run a major hydration station. We believe that raising PH awareness begins at home.





# VISION FOR TEAM PH

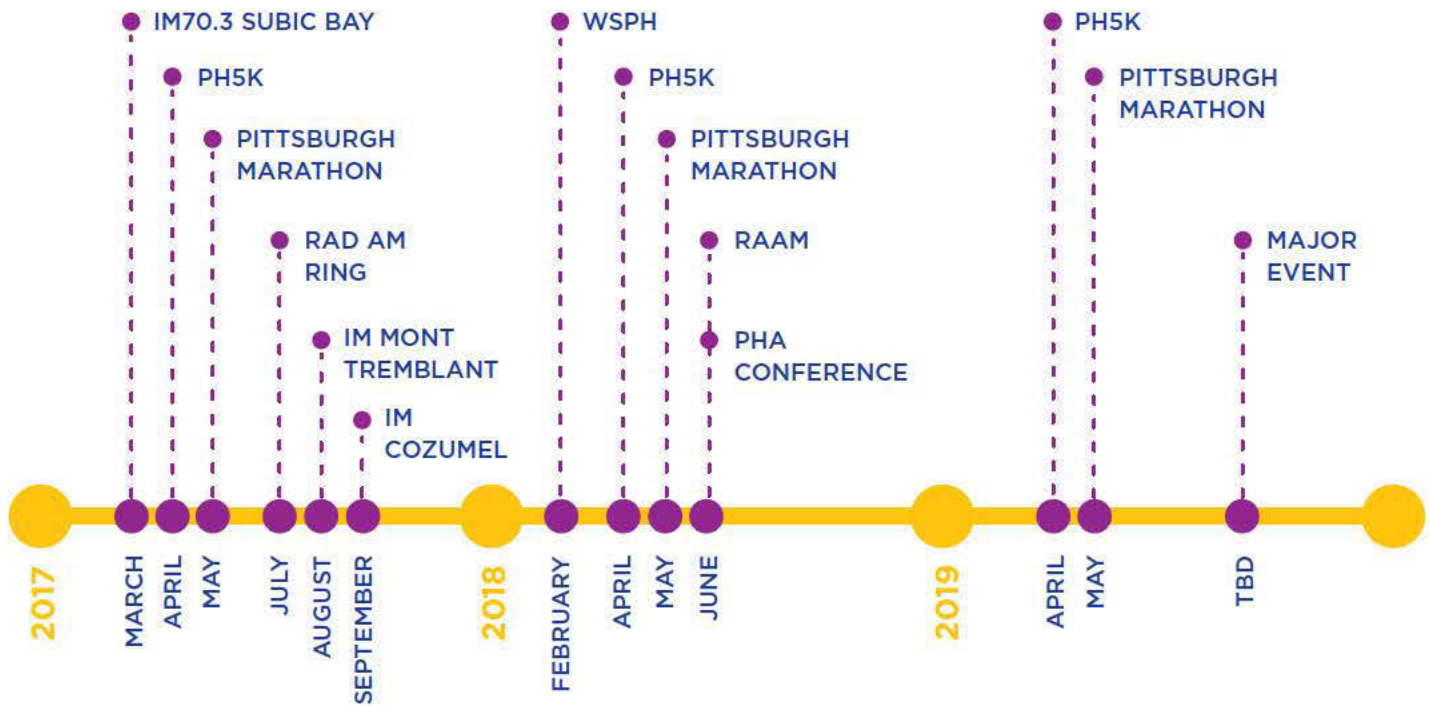
## RAAM 2018, United States

Team PH is putting together an international team for this next epic race against PH. With four Americans and four international team members, the 8-person team will bring a new dynamic as racers will not only race but also navigate and support one another as we cross the country in under 9 days. Our racers include PH doctors Sean Gaine, Hap Farber, RAAM veteran Sarah Matthews and more. Each team member has a story to tell, a connection with PH, whether as a doctor, nurse, parent, or friend of a PH patient. The connection is real, and therefore meaningful as we make the crossing. Our goal is to build an international campaign and effort starting now, with PHA and PHA Europe and other organizations, to make this a global race for PH.

## And... Bringing Team PH to a community near you

In addition to these major events in 2017, 2018 and beyond, we also continue to build our team. We are recruiting more runners, cyclists, swimmers, triathletes, skiers and anyone doing endurance racing to race to make a difference with Team PH. Members of the patient community have asked to start PH5K races on our behalf in four communities around the US. In 2016, we had pockets of racers develop in Minnesota, Florida, and California, and forecast that we will hit 40 athletes for the 2017 team. From PH doctors to caregivers, family to friends, we're building a team of individuals connected to the PH community.

## EVENT TIMELINE





# VISION FOR TEAM PH

## 2. AMPLIFYING PATIENT VOICES

In 2017, we will focus on the stories we hear from the PH community. We will continue to share and promote PH stories through our robust and growing digital platform. We want to give voice to the patient community, their caregivers, and also to our dozens of athletes who derive inspiration from the #LetMeBeYourLungs Program. We believe that by sharing patient stories, not only do we educate those who know little or nothing about pulmonary hypertension, but we will also empower our patient allies in this race to defeat PH.

## 3. INTERNATIONAL TEAM DEVELOPMENT

Our International Team program is a model that enables Team PHenomenal Hope to impact pulmonary hypertension in a special and unique way around the world. Our work with Paula Menezes and the success of Team PH Brasil has spurred a huge interest from advocates from around the international PH community to bring this grassroots movement to their own countries. Through partnerships with athletes and our network of known leaders in the international pulmonary hypertension community, we are laying the foundation for a global movement.

**Our global teams seek to use endurance racing to raise awareness of PH and to:**

- Petition to improve access to medications for PH patients, or
- Raise money for medical research into improved treatments or a cure.

Through our global team development program, we will provide resources like a web platform, a team logo, race uniforms, social media coaching, program consulting, and financial assistance in the form of seed grants that help with start-up costs for their advocacy and events.

**Current team growth areas are: Brazil, Mexico, Germany, & Serbia.**





# VISION FOR TEAM PH

## 4. SUSTAINABLE GIVING FUNDS

In addition to building community, inspiring athletes and patients, and informing people about pulmonary hypertension, we believe in making a lasting impact. To achieve this goal, we are creating two funds in our sustainable giving program.

The first is the **PHenomenal Impact Fund for Global PH Research**. Established in 2016 with a \$50,000 base investment (all of it raised by Team PH and patient fundraising efforts) we are building an endowed fund to support international research grants. Awards will be disbursed to medical researchers in various parts of the world for research into treatments and a cure for pulmonary hypertension. Our goal is to reach \$1,000,000 before awarding our first grant. We will continue to grow this fund with a portion of our sponsorship donations as well as from contributions by donors and philanthropists and our athlete-based fundraising program.

The second is our **Patient Impact Fund**. In 2017, we will look to PH medical centers in the United States to partner with us in developing a novel patient assistance program. The program will be designed to address the unmet needs of people living with pulmonary hypertension and improve their access to care. Examples of this might be: funding travel costs for CTEPH surgery or transplant; providing supplemental assistance for PH patients to continue in maintenance pulmonary rehabilitation programs; helping with cost-prohibitive co-payments for nutritional or other counseling; and otherwise enhancing delivery of care to PH patients at the partner medical center. A unique aspect of this program is that we plan to use the funds to help patients in the short term, and then ask recipients to pay it forward by hosting their own fundraiser that raises funds to help future patients through the same program. Finally, by targeting patients of our medical center partners to receive this assistance, we more often than not can ensure that these dollars are being reinvested in the region.

Together, these two sustainable giving programs will impact patients' lives today by improving the day-to-day quality of life, and tomorrow by supporting research for ongoing treatment and an eventual cure.





# TEAM PH SPONSORSHIP

At Team PHenomenal Hope we believe in the power of teamwork, and we are grateful for the foundation of support that is our corporate sponsors. As we embark on a national and international effort over the next three years, we hope that you will join us in our race to make a difference. We are offering a discounted annual price for those who will make a commitment.

<p><b>PLATINUM</b> \$100,000 for 2017</p> <ul style="list-style-type: none"> <li>• Mention in press releases: "Team PHenomenal Hope presented by &lt;your company&gt;"</li> <li>• Co-branding privileges for the following major marketing campaigns:             <ul style="list-style-type: none"> <li>• RAAM sponsor</li> <li>• #LetMeBeYourLungs sponsor</li> <li>• 2017, 2018, &amp; 2019 Marathon sponsor</li> <li>• 2017 Rad Am Ring sponsor</li> <li>• Sponsor 2019 event, TBD</li> </ul> </li> <li>• Logo on front and back of jersey and on side panel, most prominently featured US &amp; Global teams' jerseys</li> <li>• Race Expo &amp; Medical Meeting booth signage, prominent placement</li> <li>• Web placement of logo on Team PHenomenal Hope homepage</li> <li>• One major event sponsorship</li> <li>• Social media sponsor mentions</li> <li>• Blog post sponsor mentions</li> <li>• Logo on featured clothing</li> <li>• Sponsor-supplied materials included in team digital goodie bag</li> <li>• Web placement of logo on sponsor page</li> </ul>	<p><b>GOLD</b> \$75,000 for 2017</p> <ul style="list-style-type: none"> <li>• Major RAAM Sponsor</li> <li>• Logo on front and back of jersey, US &amp; Global teams' jerseys</li> <li>• Race Expo &amp; Medical Meeting booth signage, prominent placement</li> <li>• Web placement of logo on Team PHenomenal Hope homepage</li> <li>• One major event sponsorship</li> <li>• Social media sponsor mentions</li> <li>• Blog post sponsor mentions</li> <li>• Logo on featured clothing</li> <li>• Sponsor-supplied materials included in team digital goodie bag</li> <li>• Web placement of logo on sponsor page</li> </ul>	<p><b>SILVER</b> \$50,000 for 2017</p> <ul style="list-style-type: none"> <li>• Logo on back of jersey</li> <li>• One major event sponsorship</li> <li>• Web placement of logo on Team PHenomenal Hope homepage</li> <li>• Social media sponsor mentions</li> <li>• Blog post sponsor mentions</li> <li>• Race Expo &amp; Medical Meeting booth signage, logo</li> <li>• Logo on featured clothing</li> <li>• Sponsor-supplied materials included in team digital goodie bag</li> <li>• Web placement of logo on sponsor page</li> </ul>	<p><b>BRONZE</b> \$35,000 for 2017</p> <ul style="list-style-type: none"> <li>• Name on back pocket of jersey</li> <li>• Social media sponsor mentions</li> <li>• Blog post sponsor mentions</li> <li>• Name on Race Expo &amp; Medical Meeting booth signage</li> <li>• Name on featured clothing</li> <li>• Sponsor-supplied materials included in team digital goodie bag</li> <li>• Web placement of logo on sponsor page</li> </ul>
<p><b>CONTRIBUTING</b> \$15,000 each year</p> <ul style="list-style-type: none"> <li>• Name on Race Expo &amp; Medical Meeting booth signage</li> <li>• Name on featured clothing</li> <li>• Sponsor-supplied materials included in team digital goodie bag</li> <li>• Web placement of logo on sponsor page</li> </ul>			

## MEDICAL CENTER PARTNER

When a medical center partners with us at the Silver level or above, we will allocate 50% of that sponsorship to fund our Patient Impact Fund to help meet patients' unmet needs at that medical center. So if the medical center comes in at the \$50,000 level, \$25,000 will support Team PHenomenal Hope activities, and \$25,000 will seed the fund to help patients at that Medical Center. **In addition to the benefits mentioned in levels above:**

- Logo in a prominent position on our Patient Impact Fund page
- Social media sponsor mentions
- Blog post sponsor mentions

We will work together to develop a novel community-based method of patients helping patients obtain care for their PH





# USE OF FUNDS

## SPONSORSHIP LEVELS

Team PHenomenal Hope plans to use a percentage of our sponsorship funds to cover our operating costs and a percentage to expand the investment base of our PHenomenal Impact Fund for Global PH Research. We pride ourselves on running on a shoestring budget, however, it still costs money to take on high profile events and maximize exposure and our ability to raise PH awareness. We cannot do this without you.

## BUDGET SUMMARY (TO ACCOMPLISH ALL OUR GOALS) AND PROJECTED REVENUES:

<b>EXPENSES</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Operating Expenses	\$150,221.00	\$151,053.00	\$162,645.00
Endurance Team Programs	\$55,000.00	\$128,500.00	\$89,750.00
Patient Voices	\$16,200.00	\$13,450.00	\$16,575.00
International Teams	\$35,300.00	\$48,503.00	\$58,500.00
Sustainable Giving - Patient Impact Fund	\$25,000.00	\$50,000.00	\$50,000.00
<b>Total projected expenses</b>	<b>\$281,721.00</b>	<b>\$391,506.00</b>	<b>\$377,470.00</b>
<b>REVENUE</b>			
Athlete-based Fundraising	\$20,000.00	\$25,000.00	\$37,500.00
Event-based Fundraising	\$62,000.00	\$102,500.00	\$139,500.00
Corporate Sponsorship	\$375,000.00	\$450,000.00	\$480,000.00
<b>Foundation Grant Funding and Donor-directed Philanthropy</b>	<b>\$50,000.00</b>	<b>\$75,000.00</b>	<b>\$100,000.00</b>
<b>Total projected revenue</b>	<b>\$507,000.00</b>	<b>\$652,500.00</b>	<b>\$757,000.00</b>
<b>Net Annual Profits (PHenomenal Impact Fund)</b>	<b>\$225,279.00</b>	<b>\$260,994.00</b>	<b>\$379,530.00</b>





# USE OF FUNDS

**Budget justification:** Our operating expenses include office rental, one full-time and one part-time salary, one intern, and program costs of running the endurance team (uniforms, gear, entry fees and costs for tentpole races). While we do not cover all race fees of our racers, we do invest in the major events such as Rad Am Ring and RAAM and in awareness and recruitment activities. As an example, our budget for RAAM 2018 is approximately \$75,000 to cover the entry fee (\$13,000), travel costs of the entire team and crew, and additional race costs. Our Patient Voices budget includes major costs for web integration, video production, and targeted online ad buys. The International Teams budget allows us to cover the operating costs of administrative, marketing and website support for each team as well as provide seed funding of up to \$5,000 to each international team. We award these grants based on interviews and review of a formal plan and budget, submitted by each team, which must demonstrate a mature and achievable goal.

We plan to allocate \$25,000 from our Medical Center Sponsorship dollars directly to the Patient Impact Fund. We plan to immediately increase our PHeNomenal Impact Fund for Global PH Research endowment with surplus funds raised through sponsorship.

We are developing a web-based fundraising plan for our athletes, and will continue to build on events like the Pittsburgh Marathon and PHeNomenal Hope 5K as major fundraising sources.

We are diversifying our donor base by reaching out to companies and philanthropic sources outside of the medical and pharmaceutical industries. We realize the need to supplement the generous support core of our current sponsors as we grow nationally and globally, and acknowledge that corporate sponsors outside of the PH community will want to join the Team PH movement.

A more detailed budget is available upon request.





# BE A PART OF THE NARRATIVE

HELPING THEIR VOICES BE HEARD  
#RAREDISEASEDAY #TEAMPH #PHAWARE #PHASSOCIATION



GLOBAL DISEASE. GLOBAL AWARENESS.  
PULMONARY HYPERTENSION.



WILL YOU SPREAD THE WORD?  
#WORLDPHDAY #PHAWARE #PHASSOCIATION #TEAMPH

**PHenomenal HOPE 5K RUN/WALK**  
- 2016 -  
Raising Pulmonary Hypertension Awareness

**Sunday, April 10, 2016**  
5K RUN • 1 MILE WALK • 1/2 MILE KIDS RACE

North Shore Riverfront Trail, Pittsburgh, PA  
Start/Finish at Heinz Field Boat Launch

[PhenomenalHope5k.com](http://PhenomenalHope5k.com)

TEAM PH 2016  
**PITTSBURGH MARATHON**

UPMC | CHANGING PROSPECTS | BAYER | ACTELION | M30

**TEAM PHENOMENAL HOPE**

**GRAN FONDO**  
NEW JERSEY  
SEPTEMBER 13

RACING TO MAKE A DIFFERENCE IN THE LIVES OF THOSE WITH PULMONARY HYPERTENSION

OUR PARTNER IS AT BAYER

#LetMeBeYourLungs

"I am running for Merle because I believe in running not only for my health, but also to help improve the health of PH patients."  
**Rachel Cave**

ete for Julia Feitner because rves a friend cheering her on ury. It's an honor to cross nish line on her behalf."  
**Jessica Romanias**

unning for Cynthia as she icial place in my heart. I d to be able to do this run 'her."  
**Dana Ivanco**





# 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 2017, as well as scientific research for a cure for this disease.

### SPONSORSHIP LEVELS

- |                          |                      |           |
|--------------------------|----------------------|-----------|
| <input type="checkbox"/> | PLATINUM SPONSOR     | \$100,000 |
| <input type="checkbox"/> | GOLD SPONSOR         | \$75,000  |
| <input type="checkbox"/> | SILVER SPONSOR       | \$50,000  |
| <input type="checkbox"/> | BRONZE SPONSOR       | \$35,000  |
| <input type="checkbox"/> | CONTRIBUTING SPONSOR | \$15,000  |

### PAYMENT OPTIONS

- QUARTERLY       SEMI-ANNUALLY       ANNUALLY       ONE TIME GIFT

Beginning Date \_\_\_\_\_

MONTH

YEAR

- CREDIT CARD       PLEASE INVOICE       CHECK PAYABLE TO: **Team PHenomenal Hope**

### BILLING INFORMATION

\_\_\_\_\_  
BUSINESS/ORGANIZATION NAME

\_\_\_\_\_  
PHONE

\_\_\_\_\_  
EMAIL

\_\_\_\_\_  
NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

### CREDIT CARD INFORMATION

- VISA       MASTERCARD       AMEX       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.