



hope

7 MARATHONS • 7 CONTINENTS • 7 DAYS

BETHANN TELFORD'S WORLD MARATHON CHALLENGE

proceeds to benefit

ABC²

Brain Cancer Breakthroughs

BETHANN TELFORD

10 year brain tumor survivor, endurance athlete, inspiration...



Beginning six weeks after her first brain surgery in 2005, BethAnn has been determined to use her abilities as an endurance athlete to help bring awareness to the critical need for brain cancer research funding. While in continuous treatment for her brain cancer, she has finished the Boston Marathon four times, Marine Corps Marathon annually, the Lake Placid Ironman twice, and the Kona Ironman World Championships in 2012. Her most recent endeavor was Crossing the Canyon, a 9 hour rim-to-rim trek of the Grand Canyon on behalf of ABC², which has raised over \$25,000 for brain cancer research to date. In total, BethAnn has helped raise more than \$800,000 for brain cancer research since her diagnosis.

With her participation in the World Marathon Challenge she hopes to hit that \$1,000,000 milestone.

WORLD MARATHON CHALLENGE

WORLD MARATHON CHALLENGE



The World Marathon Challenge is a logistical and physical challenge to run 7 marathons on 7 continents in 7 days.

worldmarathonchallenge.com

The marathons will take place at Union Glacier (Antarctica), Punta Arenas (Chile, South America), Miami (USA, North America), Madrid (Spain, Europe), Marrakech (Morocco, Africa), Dubai (United Arab Emirates, Asia) and Sydney (Australia).



Competitors must run the standard 42.195 km marathon distance in 168 hours, or 7 days.

BethAnn will be there when the clock starts on the first marathon in Antarctica on January 23, 2017.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS



GLOBAL SPONSOR

\$50,000

Benefits: **EXCLUSIVE Presenting Sponsorship** recognition and prominent logo and/or company name on BethAnn's running gear and flag during **ALL 7 marathons**, mentions in any press releases and press coverage before and after the event, and prominent event website recognition.

CONTINENT SPONSOR

\$15,000

Benefits: Exclusive sponsorship for one (*or more*) continent (*\$15K per continent*), logo and/or company name on BethAnn's running gear during the marathon in the sponsored continent, mentions in any press releases and press coverage before and after the event and website recognition.

TRAILBLAZER SPONSOR

\$5,000

Benefits: Sponsor recognition on the flag BethAnn will carry for the last mile of each marathon and will hold up in post marathon photos. Company logo and/or company name will be listed on event website.

NAVIGATOR SPONSOR

<\$5000/In-Kind

Benefits: Sponsor recognition on the event website.

Don't see a sponsorship level that meets your needs?
Contact Deana to discuss additional options. deana.martin@abc2.org / 202.419.3144

PRESS COVERAGE



Becca Pizzi (pictured above) will be the first American woman to complete the World Marathon Challenge this January.

The media coverage has been staggering, with most outlets reaching out to Becca on their own with a desire to share her story. The logos on this page represent just some of the media who have covered her to date. We expect to see more after she completes the challenge!

Becca has offered to assist BethAnn in her endeavor, including sharing all press contacts and plans to “pass the torch” to BethAnn in her post-event media coverage!



Abu Dhabi Media's first English-language publication



EST.
1862



ABC² (*Accelerate Brain Cancer Cure*) is a Washington DC-based venture philanthropy organization that drives cutting-edge research and treatments for brain tumors. We pursue a single straightforward goal: to advance breakthrough treatments for patients with brain cancer.

ABC² was founded by the Case family - legendary innovators in the world of finance and technology. In 2001, Dan Case was diagnosed with brain cancer. Disappointed by the lack of information and limited treatment options, Dan, together with his wife, Stacey, his brother, Steve, and Steve's wife, Jean, co-founded ABC². Dan died from his cancer the following year, but not before the family created this ground-breaking, venture philanthropy model. ABC² has been built upon the belief that the status quo for brain tumor patients is unacceptable.

Through strategic partnerships with medical research centers, early-stage biotechnology companies, and large multi-national pharmaceutical companies, we have awarded more than 100 grants totaling over \$20 Million to world-renowned researchers and physician-scientists from 54 institutions. We are entrepreneurs, scientists, and aggressive problem solvers who are confident that we can dramatically change the prognosis for patients with brain tumors.

For more information about ABC² please visit: www.abc2.org

BethAnn Telford World Marathon Challenge Sponsorship Commitment

*Accelerate Brain Cancer Cure (ABC²) is a 501(c)(3) tax-exempt corporation.
Tax ID number 52-2320756. All donations are tax deductible to the full extent of the law.*

Underwriter, Sponsor or Donor Commitment & Promotion Release

I authorize ABC² to use: (a) my name and/or (b) any photographs or logos which I have provided to ABC² to promote or advertise BethAnn Telford's participation in the 2017 World Marathon Challenge. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my organization name and/or my logos and/or photos. I declare my consent to be irrevocable and release ABC² from any and all claims whatsoever in connection with the use of my organization name and/or logos and/or photographs as previously described. As an UNDERWRITER or SPONSOR, I have **enclosed camera-ready copies and/or will send an electronic copy of the logo** to be used on event materials.

I agree to the following level of support:

☐ \$50,000 GLOBAL SPONSOR

☐ \$15,000 CONTINENT SPONSOR ☐ Africa ☐ Antarctica ☐ Asia ☐ Australia ☐ Europe ☐ North America ☐ South America

☐ \$5,000 TRAILBLAZER SPONSOR

☐ NAVIGATOR SPONSOR in the amount of: \$ _____

We're unable to contribute dollars, but wish to participate as an In-Kind sponsor _____
(DONATED GOODS OR SERVICE AND APPROX. VALUE)

Contact Information:

Organization/Company Name: _____

Primary Contact (name and title): _____

Address: _____

Contact Phone: _____ Contact Email: _____

Organization Website: _____

Payment Information:

☐ Check Enclosed, payable to "ABC2"

☐ Please charge the credit card list below: VISA MASTERCARD DISCOVER AMEX

Card Number: _____ Exp. Date: _____ Code: _____

Name on the Card: _____ Signature: _____

Signature Agreement:

Authorized Signature

Printed Name

Date