

2024



24 hours of booty[®]

**FUNDING PARTNER
OPPORTUNITIES**



WHAT WE DO

We exist for one simple purpose: **To inspire and engage our community to make an immediate and lasting impact on the lives of people affected by cancer.**

HOW WE DO IT

Our signature event, **24 Hours of Booty**, brings more than 1200 participants and thousands of spectators together each year who all join together to raise funds to support local and national cancer survivorship and navigation programs. Over the course of 24 hours, participants ride bicycles or walk as much or as little as they wish on Charlotte's famous "Booty Loop" in Myers Park. This non-competitive, family-friendly event helps fund qualified and vetted non-profits that provide direct services to those impacted by cancer.



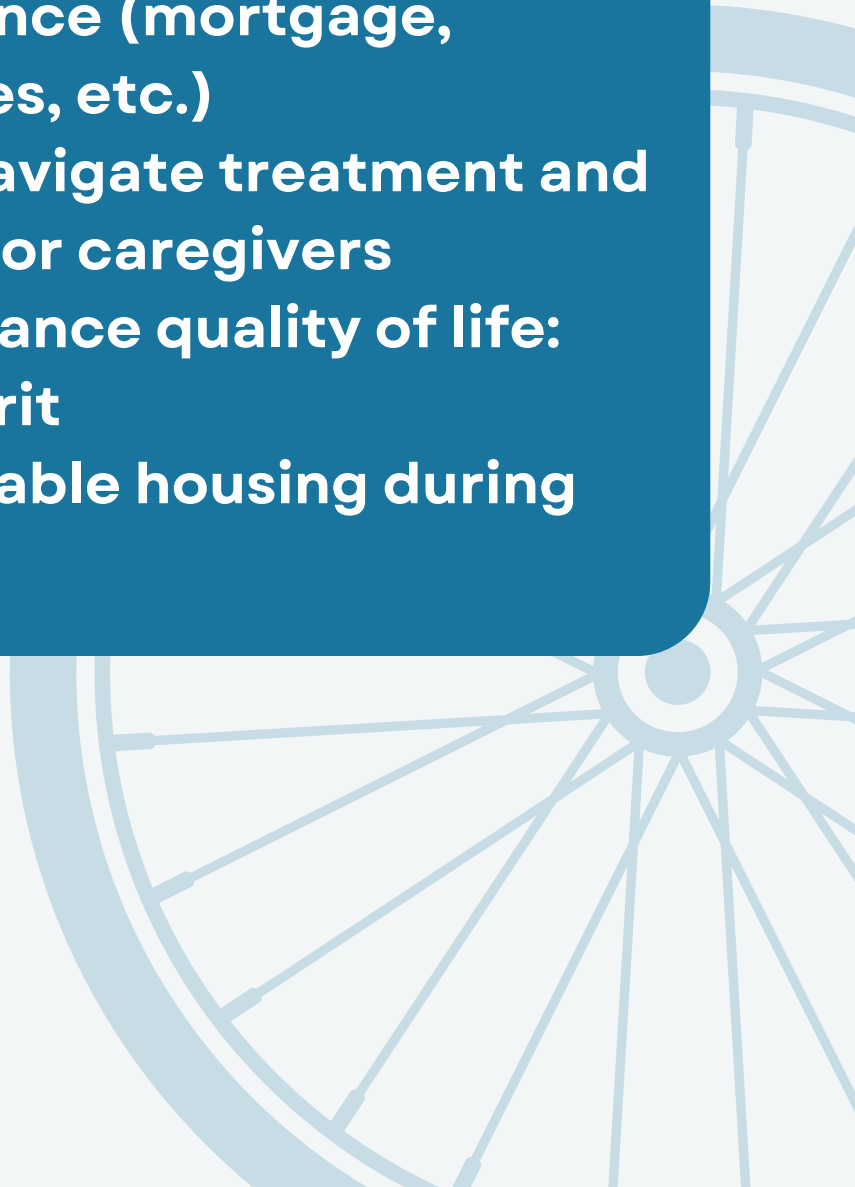
WHY WE DO IT



Research has shown that **cancer navigation and survivorship programs** significantly enhance the quality of life and increase life expectancy for cancer patients. These programs include, but are not limited to:

- **Providing transportation to and from chemotherapy/treatments**
- **Financial assistance (mortgage, utilities, groceries, etc.)**
- **Nurses to help navigate treatment and provide respite for caregivers**
- **Programs to enhance quality of life: mind, body & spirit**
- **Providing affordable housing during treatment**

2024



\$27 MILLION+ RAISED TO DATE



\$1.6M

Raised in 2023

750%

Increase in Social
Media Reach

110+

Teams from
24 states

1,200+

Riders & Walkers

Help us change the course of cancer and we'll help you advance your business goals, employee engagement strategies and community impact.



WHO PARTICIPATES?

- **Average Age: 43**
- **Gender: Male = 62% | Female = 38%**
- **Annual Household Income:**
 - Over \$100K = 81%
 - \$50K - \$100K = 11%
 - Under \$50K = 9%
- **Level of Education:**
 - PhD = 7%
 - Master's Degree = 29%
 - College Graduate = 50%
 - Attended College = 8%
 - High School Diploma = 2%



7.9K Facebook followers



2.8K Instagram followers

HOW YOUR HELP IMPACTS CANCER

- **\$150**

Supplies 15 meals for children and families facing the day-to-day challenge of living with cancer

- **\$315**

Provides one week of affordable accommodations for families of seriously ill loved ones

- **\$500**

Provides eight patients with a 12-week cancer-wellness program

- **\$1,000**

Provides one month of an integrative oncology class like yoga, acupuncture or art therapy

24 hours of booty®

YOUR HELP MATTERS

When you join us as a **Funding Partner**, you are making an investment in the Charlotte community by helping offset the cost of our event. This means more of the money raised by participants goes directly to the **cancer community**. All funding levels can be customized to suit your needs.

FUNDING PARTNER LEVELS FOR EVERY BUDGET

DIAMOND
Level
\$50,000

PLATINUM
Level
\$25,000

GOLD
Level
\$10,000

SILVER
Level
\$5,000

BRONZE
Level
\$2,500

PARTNER
Level
\$1,000

All funding partners receive several marketing and branding opportunities including expo booth space, course banners and signage, logo placement, and much more based on sponsorship level.

FUNDING PARTNER BENEFITS



Expo Opportunities



Course Signage



Truss Branding



Employee Engagement

CAN WE COUNT ON YOU?

We can customize a sponsorship package to meet your specific needs. Are you ready to help **24 Foundation** change the course of cancer?

Please contact:

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