



# BREAKTHROUGH CHALLENGE

BENEFITING PENN MEDICINE'S ABRAMSON CANCER CENTER



## SPONSORSHIP OPPORTUNITIES

### THE CAUSE

The Breakthrough Challenge funds bold and innovative cancer research at Penn Medicine's Abramson Cancer Center. All participant-raised funds go directly to support investigators at Penn seeking the next breakthrough in cancer treatments. Learn more about the impact of the more than \$3.1M raised by the Breakthrough Challenge community at [www.breakthrough-challenge.org](http://www.breakthrough-challenge.org).

### THE 2026 EVENT

The 13th Annual Breakthrough Challenge takes place on **Sunday, September 27, 2026**, starting and ending at the Daniel Boone Homestead in bucolic Berks County, PA. The course features 12-mile, 25-mile, and 50-mile bike routes, open to all levels of riders. The ride also features a King of the Mountain competition for advanced riders, a virtual ride, run, walk, and spin event leading up to ride day — and on ride day the opportunity to join hundreds of others from the Breakthrough Challenge community — including many of the Abramson Cancer Center's leading scientists — to meet the challenge and join the solution, together. **Registration opens by April 3.**

@BreakthroughPHL

@Breakthrough\_Challenge

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**REGISTER**



**PELTON** \$25,000+  
**CADENCE** \$10,000  
**OUT OF THE SADDLE** \$5,000  
**PACELINE** \$2,500  
**SPRINTER** \$1,000  
**CARAVAN** \$500

### PRE-EVENT

Participant registrations	12	8	4	2	1	0
Name recognition on website and e-communications	✓	✓	✓	✓	✓	✓
Name recognition on social media platforms	✓	✓	✓	✓	✓	
Company logo on website and e-communications	✓	✓	✓	✓		
Company logo on social media platforms	✓	✓	✓			

### EVENT

Name recognition on t-shirt	✓	✓	✓	✓	✓	✓
Name recognition on event signage	✓	✓	✓	✓		
Verbal recognition during event	✓	✓	✓	✓		
Company logo on t-shirt	✓	✓	✓			

### POST-EVENT

Acknowledgement in event "Thank You" email	✓	✓	✓	✓	✓	✓
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### GET INVOLVED

Custom sponsorship opportunities are available. To learn more please contact Bo Ebby at **215.496.7053** or [rle@hangle.com](mailto:rle@hangle.com).



**Penn Medicine**

Benefitting  
**Abramson Cancer Center**

**MEET THE CHALLENGE. JOIN THE SOLUTION.**