



2026 Partnership Opportunities

Riders Wear Pink  American Cancer Society



Sunday, October 4, 2026



7 Hamlets Brewing Company
Westmoreland, NY



About Riders Wear Pink

In 2022, Israel Acosta and Eddie Barone, ambassadors for the American Cancer Society's Men Wear Pink campaign, began collaborating to plan a cycling event that would benefit ACS. The Ride not only had 20 and 50-mile ride options, but also a post-ride celebration with food, raffles, baskets, and live entertainment. Approximately 40 dedicated riders launched the event, raising critical funds to fight cancer, and laying the foundation for the successes to come.

2023 was a tremendous growth year: we doubled the number of riders, funds raised, and brought more of the community together to celebrate at a wonderful new location: 7 Hamlets Brewing. Our partnerships with sponsors and volunteers quadrupled, we had plenty of media coverage, and an amazing post-ride celebration with rider perks never seen before in Central NY.

In 2024 and 2025, we continued our growth as we welcomed over 100 riders to our cause and raised over \$40,000 each year! In four years, we've raised over \$100,000 for the American Cancer Society's breast cancer programs & services. We celebrate our 5th Anniversary on October 4, 2026, and you will NOT want to miss this year's event! In addition to a Family Fun Loop, we are building upon the last four years and promise to offer even more exciting opportunities to engage with riders, share survivor stories, and celebrate life! There are great things in store for 2026; don't miss out!

By the Numbers, in 2025, in Central NY:

Our Vision

End cancer as we know it, for everyone.



Our Mission

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Impact: Patient Support



5,469 Nights

of free lodging were provided to **337** Central NY cancer patients & their caregivers at American Cancer Society Hope Lodges in 2025.



1239 Rides

provided to treatment through a **\$20,000 grant** awarded to Upstate Cancer Center



\$1,356,312

Total estimated amount cancer patients and their caregivers saved on lodging costs by staying at ACS Hope Lodges in 2025.



182 Rides

to treatment provided by ACS, through volunteers, to **73** Central New York cancer patients in need in 2025.

Patient Support Services



24/7 cancer helpline:
1-800-227-2345



rides to treatment



lodging during treatment



online survivor support platform



1:1 breast cancer support, Reach To Recovery



hair loss and mastectomy products

Impact: Research

Since 1991, we have invested \$3.5 billion in cancer research nationwide contributing to 3.5 million fewer cancer deaths.



\$3.5 million

currently invested in cancer research in Upstate NY.



6 grants

currently in effect for research at Cornell University, University of Rochester, & Roswell Park Cancer Institute in Buffalo (as of 1/31/26)

2026 Partnership Opportunities

PRESENTING SPONSOR: \$9,000

EXCLUSIVE

- Ride entry fee waived (4 riders).
- Opportunity to share video on your involvement
- Mention Partner on Talk of the Town
- Logo included on all print and digital advertising with Daily Sentinel
- Ride Jersey: Logo prominently displayed on back of jersey
- Logo on back of event t-shirt
- Logo & Recognition on social media posts & platforms
- Digital & Event reach over 1,000+ people
- Logo & recognition on Run Sign-up & American Cancer Society websites
- Logo on Ride yard signs (**8 signs**)
- Verbal Recognition throughout the event
- Opportunity for onsite engagement with riders and event guests
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party
- MWP of CNY \$5,000 Bronze Sponsor Level
- **Logo on bow tie of pink Centro bus, covering Syracuse & Utica markets**

PINK CHAIR SPONSOR: \$5,000

EXCLUSIVE

- Ride entry fee waived (2 riders)
- Company logo prominently displayed on oversized chair
- Opportunity to engage with participants at popular photo spot at the oversized pink chair
- Logo on jersey
- Mention Partner on Talk of the Town
- Logo included on all print and digital advertising with Daily Sentinel
- Digital & Event reach over 1,000+ people
- Logo & Recognition on social media posts & platforms
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (**6 signs**)
- Verbal recognition throughout the event
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party
- **Logo on bow tie of pink Centro bus, covering Syracuse & Utica markets**

MATCH SPONSOR: \$5,000

EXCLUSIVE

Match sponsorship provides a donation match during the year's fundraising challenges promoted to hundreds of rider participants via co-branded emails and social media posts.

- Ride entry fee waived (2 riders)
- Mention Partner on Talk of the Town
- Logo included on all print and digital advertising with Daily Sentinel
- Logo on Jersey
- Logo & Recognition on social media posts & platforms
- **Logo on bow tie of pink Centro bus, covering Syracuse & Utica markets**
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (**6 signs**)
- Verbal recognition throughout the event
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party
- Digital & Event reach over 1,000+ people

2026 Partnership Opportunities

VIP TENT SPONSOR: \$3,500

EXCLUSIVE

- Ride entry fee waived (2 riders)
- Company logo on VIP tent
- Logo on Rider's lanyard & VIP tent pass
- Mention Partner on Talk of the Town
- Logo included on all print and digital advertising with Daily Sentinel
- Logo & Recognition on social media posts & platforms
- Digital & Event reach over 1,000+ people
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (**6 signs**)
- Verbal recognition throughout the event
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party
- Opportunity to provide VIP enhancements (exclusive)

START/FINISH LINE SPONSOR: \$3,500

EXCLUSIVE

- Ride entry fee waived (2 riders)
- Company logo on banner at Start/Finish line
- Mention Partner on Talk of the Town
- Logo included on all print and digital advertising with Daily Sentinel
- Logo & Recognition on social media posts & platforms
- Digital & Event reach over 1,000+ people
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (**6 signs**)
- Verbal recognition throughout the event
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party

LEAD CAR SPONSOR: \$2,500

EXCLUSIVE

Lead out 1st mile of each ride (50-mile, 20-mile, Pink-mile) in your branded vehicle.

- Ride entry fee waived (2 riders)
- Co-branded decal for vehicle
- Mention Partner on Talk of the Town
- Logo & Recognition on social media posts & platforms
- Digital & Event reach over 1,000+ people
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (4 signs)
- Verbal recognition throughout the event
- Opportunity to distribute Society approved company products or materials for riders ("Swag Bag") and at post-ride party



2026 Partnership Opportunities

VOLUNTEER SPONSOR: \$2,500

EXCLUSIVE

- Company logo on signage at Registration & Merchandise table
- Mention Partner on Talk of the Town
- Logo & Recognition on social media posts & platforms
- Opportunity to distribute Society approved company products or materials for riders (“Swag Bag”) and at post-ride party
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (4 signs)
- Verbal recognition throughout the event
- Digital & Event reach over 1,000+ people

THE PINK MILE SPONSOR: \$1,500

Unlimited

- Company logo on banner at 1-mile Start/Finish line
- Mention Partner on Talk of the Town
- Logo & Recognition on social media posts & platforms
- Logo & Recognition on Run Sign-up website
- Logo on back of event t-shirt
- Logo on ride yard signs (**2 signs**)
- Verbal recognition throughout the event
- Digital & Event reach over 1,000+ people

PINK RIBBON SPONSOR: \$500

Unlimited

- Logo & Recognition on Run Sign-up website
- Logo & Recognition on social media posts & platforms
- Logo on ride yard signs (**2 signs**)
- Logo on Sponsor banner at event

Our sponsorship opportunities are customizable and flexible. We want to provide our community partners the benefits and experience they desire. Let's have a conversation and see what we can build together!

Please follow our Group on Facebook so we can tag your business!
<https://www.facebook.com/groups/riderswearpink>



Partnership Commitment Form

Business Name: _____

Street Address: _____

City: _____ **State:** _____ **ZIP:** _____

Contact Name: _____

Telephone Number: _____

Email: _____

COMMITMENT:

SOLD PRESENTING \$9,000

PINK CHAIR \$5,000

MATCH \$5,000

VIP TENT \$3,500

START/FINISH LINE \$3,500

LEAD CAR \$2,500

VOLUNTEER \$2,500

THE PINK MILE \$1,500

PINK RIBBON \$500

OTHER: _____

Please email an EPS logo and JPG logo to iacostadelrio@gmail.com by August 1, 2026 to ensure high-quality printing. If an .eps file is not available, send highest quality available. Note: submitting a low-resolution logo may require signage to be printed in text in order to maintain quality.

Enclosed is my sponsorship and/or donation check in the amount of \$ _____

Charge my credit card \$ _____ (please print clearly)

VISA

Mastercard

Discover

AMEX

Cardholder's Name: _____

Billing Address: _____

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

Signature: _____ Date: _____

PLEASE RETURN FORM AND PAYMENT BY

AUGUST 1st TO: Riders Wear Pink
5839 Linda Drive
Marcy, NY 13403

American Cancer Society, Inc.
Federal Tax ID #13-1788491
Organized under IRC 501(c)(3)

