OBLITERIDE 2015 SPONSORSHIP:
IT’S TIME

FRED HUTCH
CURES START HERE

ENDING CANCER STARTS AT FRED HUTCH
“This is a reminder that we are all in this together. It’s emotional, moving and a feel good experience. Does the heart and head good.”

OBLITERIDE: WE BUILD COMMUNITY.

Driven by the goal to end cancer, Obliteride is a community-wide effort to accelerate lifesaving research at Fred Hutch. Obliteride is our chance to do something to fight cancer – cycle, volunteer, donate, or tell others.

With two years of supersonic spirit, community commitment and outstanding results, Obliteride is looking to make 2015 even bigger and better, and we need your help to do so. Participants connect your on-site signage with their euphoric experience from Obliteride. They identify your support of an event that leaves them with a feeling of hope and encouragement and a connection is made between your company and Obliteride.

HOW WOULD YOU RATE YOUR OVERALL OBLITERIDE 2014 EXPERIENCE?

37.28% WILDLY EXCEEDED MY EXPECTATIONS
47.81% BETTER THAN I EXPECTED

HOW DOES OBLITERIDE COMPARE TO OTHER EVENTS YOU’VE BEEN IN?

60% SAY OBLITERIDE HAS SET A NEW BAR

HOW LIKELY WOULD YOU BE TO RECOMMEND OBLITERIDE?

80% HIGHLY LIKELY
OBLITERIDE:
100% OF EVERY DOLLAR RAISED = POWERFUL.

OUR SPONSOR’S MOST ENJOYABLE EXPERIENCES:

“The connection we were able to make with our clients and business partners over a common cause of fight cancer. The rides and parties were great, felt like a rock star on the 2-day event!”

“The team here is and was super excited for this year. Our participation level was 8x higher than in 2013 and we’ve raised far more dollars for cancer research than we expected. The team here has been amazingly excited about participating in many different ways. It has been a wonderful bonding experience.”

IT’S POWERFUL FOR FRED HUTCH:
Obliteride funds lifesaving cancer research, builds visibility in the community and helps Fred Hutch recruit and retain the best researchers in the world.

IT’S POWERFUL FOR THE WORLD:
Obliteride 2013 helped fund research in pediatric oncology, prostate cancer research and immunotherapy. Your money also seeded exciting out-of-the-box explorations in hormone-resistant breast cancer; the relationship between aging and cancer; innovative approaches to fighting acute myeloid leukemia; and the connection between sun exposure and skin cancer. It is also powering the development of portable tools to help diagnose chronic myeloid leukemia earlier in remote areas of the world. Suffice it to say that you are making a difference. We are learning more faster and that’s our goal.

IT’S POWERFUL FOR YOU:
Assures world-class cancer research and care stays here in Seattle when your family, friends, and colleagues need it most.
AN OPPORTUNITY TO ACTIVATE COMMUNITY TO SUPPORT THE LIFESAVING RESEARCH HAPPENING DAILY AT FRED HUTCH.

IT’S POWERFUL FOR FRED HUTCH:
Fund and discover new ideas (big risk, big reward)! As a nonprofit organization, Fred Hutch relies on funding from both the government and from individuals, businesses and foundations to explore cures for all types of cancers. Recently, however, government funding for cancer research has been flat, yet the incidence of cancer keeps growing, making the need for donations from our community more important than ever.

IT’S POWERFUL FOR THE WORLD:
Bone Marrow Transplantation Pioneer: Fred Hutch scientists pioneered bone marrow transplantation — considered the #1 therapy for treating leukemia, lymphoma and multiple myeloma. It has also been used to cure AIDS and is being tested for application with other diseases. More than one million bone marrow transplants have been performed all over the world, extending and saving hundreds of thousands of lives.

IT’S POWERFUL FOR YOU:
Obliteride helps you showcase community leadership and social responsibility, galvanizing community in your organization and raising your visibility in the region.

“THE ENERGY OF ALL THE RIDERS AND LEARNING ABOUT WHO THEY WERE RIDING FOR. A VERY INSPIRATIONAL DAY.”

SAVE LIVES FASTER.
Donations from Obliteride give our scientists the freedom to create and explore some of the most innovative, lifesaving breakthroughs that often cannot be funded by government grants alone.

In the past two years, we’ve had thousands of riders, volunteers, sponsors, and partners all dedicated to fundraising and supporting Fred Hutch. We’ve raised nearly $4 million in the past two years. All of this money stays right here in Seattle funding world-class research.

Join local businesses like University Village and Lease Crutcher Lewis, and private foundations, like the Sinegal Family Foundation and Ellison Foundation, in supporting Obliteride in 2015. Together we can save lives faster.

The following pages outline ways you and your organization can join the fight against cancer.
IT’S TIME.

IT’S TIME WE ALL STOP FEARING CANCER.

IT’S TIME WE HONOR LOVED ONES FOR THEIR FIGHTS, SURVIVAL AND LOSSES.

IT’S TIME FOR ORANGE.

IT’S TIME TO BUILD COMMUNITY AROUND PURPOSE.

IT’S TIME WE SUPPORT LOCAL INNOVATION THAT LEADS GLOBAL UNDERSTANDING.

IT’S TIME WE RECOGNIZE AND INVEST IN RESEARCH THAT SAVES LIVES.

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