

THE HUSTLE ➡

JULY 16 ➡ JULY 22, 2022

A movement to support the cancer community.

WHAT: A 7-day cycling trek from Baltimore, MD to Deep Creek, MD and back. Ride one leg, or ride 'em all.

WHEN: The ride begins on July 16 and ends July 22, 2022.

WHO: The HUSTLE is an event for cyclists who are comfortable covering 40+ miles per day and are able to have transportation to the start and from the end of their leg(s). Visit our website to learn more about each leg of the trip.

WHERE: The ride starts in Baltimore, MD heads to Deep Creek, MD and then loops back to Baltimore.

WHY: Funds support three amazing nonprofits, dedicated to closing the gap in cancer care:

HOW: Register for your preferred leg(s) at give.ulmanfoundation.org/the-HUSTLE.

When you sign up you commit to fundraising \$1,000 per leg, or \$4,000 for the 7-day experience. All proceeds benefit our beneficiaries and are tax deductible.

THE ROUTE

- ➡ LEG 1, July 16, Baltimore, MD to Ellicott City, MD
- ➡ LEG 2, July 17, Ellicott City, MD to Hancock, MD
- ➡ LEG 3, July 18, Hancock, MD to Frostburg, MD
- ➡ LEG 4, July 19, Frostburg, MD to Oakland, MD
- ➡ LEG 5, July 20, Oakland, MD to Clear Spring, MD
- ➡ LEG 6, July 21, Clear Spring, MD to Ellicott City, MD
- ➡ LEG 7, July 22, Ellicott City, MD to Baltimore, MD



ULMANFOUNDATION.ORG/THE-HUSTLE



SPONSORSHIPS

A movement to support the cancer community.

SPORTIF PRESENTING SPONSORSHIP

\$30,000

- Receive presenting rights to the event (ex: "The HUSTLE presented by _your company_")
- Logo on participant shirts
- Inclusion in all digital and print promotions
- 4 dedicated social media posts
- Logo and link inclusion on Ulmanfoundation.org/theHUSTLE

SADDLE SPONSORSHIP \$5,000

- Leg naming rights (ex: "Leg 1 presented by _your company_")
- Inclusion in all digital and print promotions
- Logo on participant shirts
- 2 dedicated social media posts
- Logo and link inclusion on Ulmanfoundation.org/theHUSTLE

SPOKE SPONSORSHIP \$2,500

- Inclusion in all digital and print promotions
- Logo on participant shirts
- 1 dedicated social media post
- Logo and link inclusion on Ulmanfoundation.org/theHUSTLE

SHIFT SPONSORSHIP \$1,000

- 1 dedicated social media post
- Logo on participant shirts
- Logo and link inclusion on Ulmanfoundation.org/theHUSTLE

SPRINT SPONSORSHIP \$500

- 1 dedicated social media post
- Logo and link inclusion on Ulmanfoundation.org/theHUSTLE

IN-KIND SPONSORSHIPS

We are happy to build custom sponsorships for your donation to The HUSTLE. In-kind donation needs include meal donations, hotel accommodations, grocery store gift cards, gas cards, snacks, first aid supplies, cycling supplies, media exposure, and more!



For sponsorship inquiries please contact Averil@UlmanFoundation.org. All sponsorships are 100% tax deductible.

SPONSOR COMMITMENT FORM



COMPANY INFORMATION

Company Name: _____

As it should appear on all marketing, advertising & program materials

Organization Contact: _____

Contact Email: _____

Contact Phone: _____

Contact Address: _____

Sponsorship Level: _____ Sponsorship Amount: \$ _____

PAYMENT BY CREDIT CARD

Amount to be charged to credit card: \$ _____

Name on Card: _____

Please circle one:

Master Card Visa American Express

Card Number: _____

Expiration Date: _____

CVV #: _____

Billing Address (if different than above):

Cardholder Signature:

PAYMENT BY CHECK

Please send completed form and check

(Payable to the Ulman Foundation) to:

Ulman Foundation - The HUSTLE

12118 E Madison Street, Baltimore, MD 21205

Check Enclosed? ____ If Yes, Check #: ____

If No, check will be sent by (date): ____

PLEASE NOTE that the Ulman Foundation is acting as
fiscal agent for The HUSTLE.

AUTHORIZATION

By signing below, you confirm your personal or company's commitment to sponsor The HUSTLE 2022.

Name, Title, & Date (please print):

Signature:

ABOUT THE BENEFICIARIES



Horizon Day Camp is a proud member of the Sunrise Day Camps Association whose mission is to bring back the joys of childhood to children with cancer and their siblings world-wide through the creation of day camps, year-round programs and in-hospital recreational activities, all provided free of charge. Horizon Day Camp Baltimore serves children throughout the Baltimore and extended Maryland area who are struggling with pediatric cancer. A full summer day camp is the signature program, while the fun continues year-round with "funday" reunion programs and in-hospital programs that take place 52-weeks per year.

HorizonDayCamp.org to learn more.



The Ulman Foundation changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer. Through innovative, free programs like Patient Navigation, Cancer to 5K, and Ulman House, Ulman fills the gap in support for 15-39 year olds. Cancer changes lives... so do WE! **Learn more at UlmanFoundation.org**



Respite Retreats provides retreats of respite to cancer patients, their caregivers and family members. Retreats offer uplifting and therapeutic activities to disconnect from everyday life with cancer, allowing one to focus on healing, cultivating personal introspection, and experiencing a deeper connection with themselves and their loved ones.

RespiteRetreats.org for more.

Having raised nearly \$100,000 for cancer causes over the past five years, The HUSTLE founder Peter Watts has channeled his passions into creating his ideal ride for a reason; a movement to support the cancer community.

Peter is the owner and founder of The Five Arrows Media, a Maryland-based photography studio.

