



Ascension Seton

PRESENTS
*Tous
à Vélo*

YOUR PARTNERSHIP
MEANS MORE CARE FOR KIDS

supportdellchildrens.org/events



APRIL 3, 2022

AT

 **CIRCUIT OF THE
AMERICAS™**

BENEFITING


dell children's
Ascension

Introducing Austin's First European-Style Ride, Tous à Vélo, Benefiting Dell Children's Medical Center

The French way of saying "all on your bike," Tous à Vélo is a one-day European-style cycling event that will take place on April 3, 2022. In collaboration with Circuit of the Americas, Ascension Seton is proud to host Tous à Vélo for 2,000 riders at the famed Circuit of the Americas with all proceeds benefiting Dell Children's Medical Center. In what is planned to be an annual event, Tous à Vélo is a uniquely Austin experience complete with live music, food, and beverages.

What your participation supports

Through your philanthropic support of Tous à Vélo, your organization will directly contribute to the ability of Dell Children's Medical Center to ensure that no child goes without the lifesaving care they need. As a partner to Ascension Seton in this inaugural event, you will help pay for the expenses of holding Tous à Vélo, allowing 100% of entry fees to directly benefit the foundation. With 70% of patients under- or uninsured, your support allows Dell Children's Medical Center to continue to provide specialty care right here in Central Texas to all children regardless of ability to pay.

Only in Austin. Only at Dell Children's.

- More than 1.7 million patient visits in the past decade
- 104,124 surgeries performed and 948,041 emergency room visits since opening in 2007
- Over 10,000 young people served at Grace Grego Maxwell Mental Health Unit in the first year of being open
- The only Level 1 pediatric trauma center in Central Texas, the highest level of care available to children who have been victims of trauma
- Level IV Neonatal Intensive Care Unit, the highest designation, providing care for the most complex and critically ill infants of all gestational ages
- The only state-of-the-art comprehensive fetal care center in Central Texas
- The only pediatric Heart Failure, Ventricular Assist Device and Transplant Program in Central Texas
- The only dedicated pediatric Level IV Epilepsy Center in Central Texas



Philanthropic partnership opportunities

Organizational donors will benefit from participation in the inaugural Tous à Vélo event in the following ways:

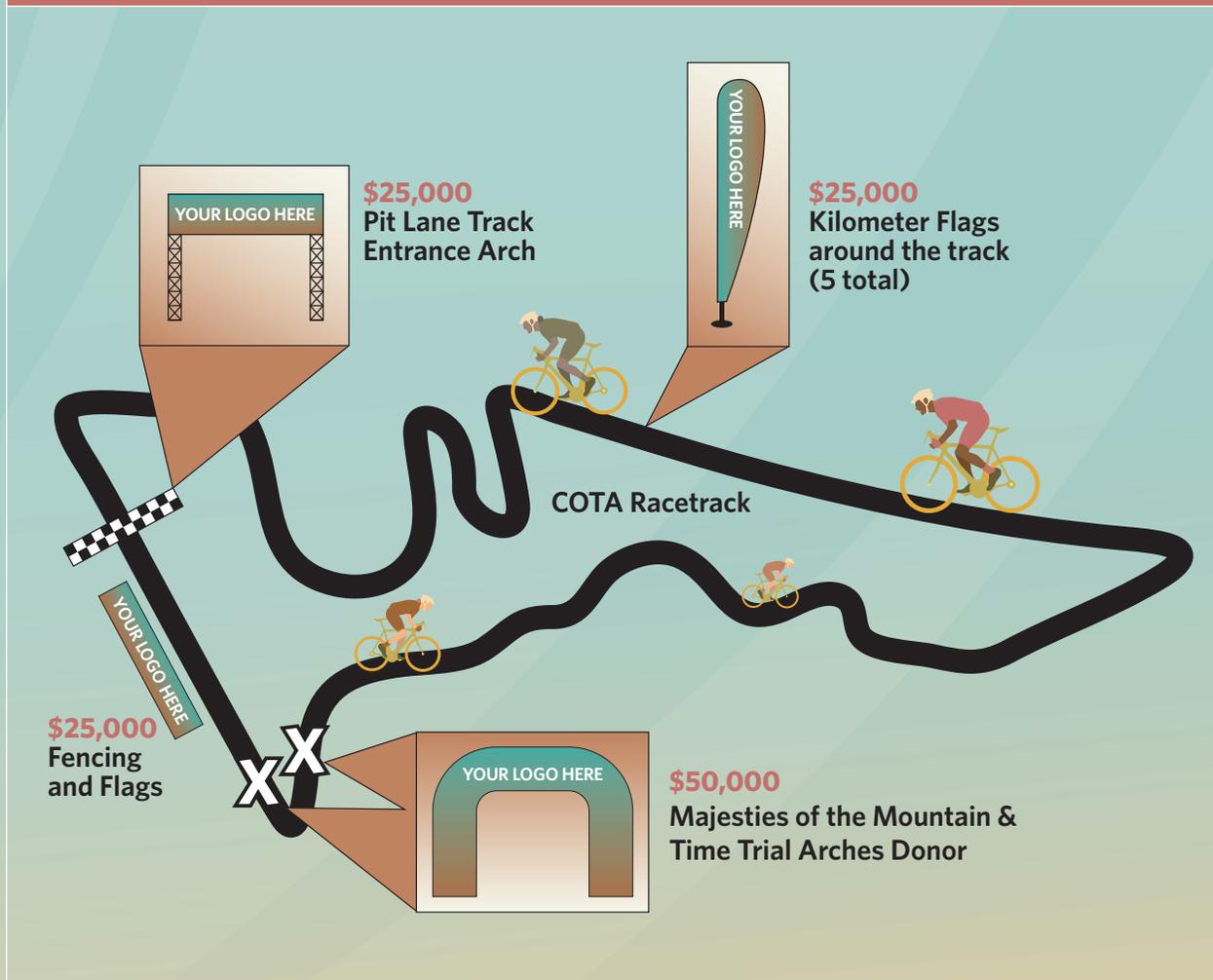
- Brand exposure via placement in digital communications as determined by donation amount (see details on last page)
- Digital impressions through weekly email communications to our mailing database of over 100,000 people
- Brand exposure via placement on apparel and day-of-event decor (see details on last page)
- Tax deductible donations

Proceeds from the Tous à Vélo event will go toward the area of greatest need, determined annually by leadership, which allows Dell Children's the ability to affect our youngest patients and their families in the most meaningful way.

See last page for partnership opportunity details.



Donor Branding Opportunities



Saving Grace

For the first 13 years of her life, Grace didn't know what it was like to live with a fully functioning heart. This strong and courageous young girl was born with only one working chamber and, throughout her childhood, had to undergo countless surgeries. She even experienced a heart attack. She was the first child in Central Texas to receive a mechanical heart pump at Dell Children's. Even though Grace's mechanical heart pump improved and extended her life, she needed a new heart, and time was running out. In January of 2021, Grace received the life-saving transplant she so desperately needed. Without Dell Children's, children like Grace would not be able to receive the lifelong care they need close to home—surrounded by family, friends, and their entire support community.



DONOR LEVELS

Premier Donor: \$100,000 Thank you, Circuit of the Americas!

- Prominent brand recognition and placement as Premier Donor on event decor
- Prominent brand recognition and placement on promotional poster, website
- Prominent brand recognition and placement of logo on apparel
- Exclusive recognition as Premier Donor in digital media
- 20 entries into event (10 for exclusive Hot Lap Experience)
- 10 x 30s video segments played on jumbotron during event

Majesties of the Mountain & Time Trial Arches Donor: \$50,000 Thank you, SCOTT Sports!

- Prominent brand recognition and placement as Arches Donor for Hot Lap
- Prominent brand recognition and placement on event promotional poster, website
- Prominent brand recognition and placement of logo on apparel
- Exclusive recognition as Arch Donor in digital media
- Exclusive Strava Segment (x2) naming rights: Your brand featured prominently in the name of two brand new Strava segments
- Recognition as year-round partner in support of Ascension Seton cycling activities
- 10 entries into event (5 for exclusive Hot Lap Experience)
- 5 x 30s video segments played on jumbotron during event

Official Donor: \$25,000

- Exclusive Strava Segment Naming Rights: Your brand featured prominently in the name of one brand new Strava Segment (not inclusive of full-course segment)
- Prominent brand recognition and placement as Official Donor on event decor
- Recognition as Official Donor in digital media
- 5 entries into event (2 for exclusive Hot Lap Experience)
- 2 x 30s video segments played on jumbotron during event

Community Donor: \$5,000

- Recognized in digital media as Community Donor
- 1 entry into event

Advocate Event Donor: \$1,000

- Recognized in digital media as Advocate Event Donor

In-Kind Donation Opportunities:

All donations toward this event help in meaningful ways. In-kind donations such as the following are greatly appreciated:

- Professional photography services
- On-site bike mechanical services
- Discounted bike services for participants
- Sports hydration products
- Event-branded apparel
- Printing of event materials
- Printing of event signage
- Branded event swag

In-kind donations will receive custom recognition in accordance with donation level and tailored to best meet your brand's needs.

**To discuss partnership opportunities, please contact
Jake Allen at jakob.allen@ascension.org.**

