



**CHOLANGIOPHINOMA FOUNDATION
21 MILES OF HOPE
SPONSORSHIP OPPORTUNITIES**

The Cholangiocarcinoma Foundation invites you to support 21 Miles of Hope!

The goal of 21 Miles of Hope is to increase awareness of cholangiocarcinoma and to raise \$100,000 in support of the Foundation's mission by the end of 2022. The campaign is uniquely designed and volunteer-driven, which has allowed it to receive quite a bit of media attention. However, currently, there is a critical need for campaign sponsors. Sponsorship opportunities, detailed below, are available at varying levels from \$500-\$25,000. **Become a sponsor today, by visiting 21MilesOfHope.org.**

"More people are being diagnosed now, including many younger people. Therefore, my 21 Miles of Hope campaign is to raise money and awareness and to make a difference for those diagnosed currently. We need advances and early detection for this deadly disease."

– Jonathan Whiting



21 Miles of Hope was initiated by Foundation volunteer Jonathan Whiting, whose wife, Lori Whiting, passed away from cholangiocarcinoma in October of 2016 after a courageous, nearly four-year battle with cholangiocarcinoma. Lori's strength and tenacity inspired Jonathan to raise awareness and funding for the Foundation in her honor. The 60-year-old decorated triathlete from St. Louis, MO, decided to accomplish this by swimming the famous English Channel—the 21-miles stretch of water between England and France. After two years of rigorous training, Jonathan is scheduled to complete the swim the week of July 17, 2022.



SPONSORSHIP LEVELS:

Titanium: Endurance Sponsor - \$25,000 (only ONE available)

This package includes the exclusive opportunity to have your company name/ logo on apparel worn by the swimmer and crew, premier logo placement on the 21 Miles of Hope website, featured recognition in 21 Miles of Hope press releases and email communications, and inclusion in the following additional CCF promotion efforts: social media posts, recap video, and the Annual Report.

Platinum: Training Sponsor - \$15,000 (only ONE available)

This package includes an opportunity for prominent company name/ logo placement on the 21 Miles of Hope website, recognition in 21 Miles of Hope press releases and email communications, and inclusion in the following additional CCF promotion efforts: social media posts, recap video, and the Annual Report.

Gold: Swim Stroke Sponsor - \$5,000 (multiple)

This package includes an opportunity to include your company name on the 21 Miles of Hope website and email communications, and inclusion in the following additional CCF promotion efforts: social media posts, recap video, and the Annual Report.

Silver: Friends Sponsor - \$1,000 (multiple)

This package includes an opportunity to include your company name on the 21 Miles of Hope website and inclusion in the following additional CCF promotion efforts: social media posts and the Annual Report.

Bronze Sponsor: Fan Sponsor - \$500 (multiple)

This package includes an opportunity to include your company name on the 21 Miles of Hope website and inclusion in the CCF Annual Report.

ABOUT THE CHOLANGIOCARCINOMA FOUNDATION:

The Cholangiocarcinoma Foundation's (CCF) mission is to find a cure and improve the quality of life for those affected by cholangiocarcinoma (bile duct cancer). Founded in 2006, CCF has grown to become the leading global resource in research, education, and public awareness for cholangiocarcinoma. More than 10,000 Americans are diagnosed each year, with an estimated worldwide diagnosis rate of 123,000 people annually. CCF is the only 501(c)(3) non-profit organization in the United States that is dedicated solely to addressing the needs of the cholangiocarcinoma community. Each year, the Foundation serves thousands of patients and caregivers across the globe while working tirelessly to advance research that may lead to a cure.

QUESTIONS AND ADDITIONAL INFORMATION:

Please contact Meredith McGuffage at meredith.mcguffage@cholangiocarcinoma.org for more information or to reserve your sponsorship.

You can also visit 21mileofhope.org to read more about Jonathan Whiting.