TO FIGHT CANCER, JUST ADD WATER.

3rd ANNUAL ST. LOUIS OPEN WATER SWIM
AUGUST 25, 2018
An estimated 40% of Americans will be diagnosed with cancer at some point in their lifetime.

Every 15 minutes, 50 Americans are diagnosed with cancer.

1.6M cancer diagnoses in 2016; expected to grow to 1.9M by 2020.

Meanwhile, the National Cancer Institute* funding for investigative research and clinical trials has decreased 25% the past 10 years. 90% of NIH grant applications are denied.

The healthcare cost of cancer was $88 billion in 2014, expected to reach $158 billion by 2020.

Non-profit organizations such as Swim Across America serve as an angel charity funding early stage cancer research that is vital to the research & development ecosystem.

EVERYONE IS TOUCHED BY CANCER.

swimacrossamerica.org/stlouis
2017 will mark the 30th year of Swim Across America. During that time, we've grown from a single event in Nantucket, MA, to the 15 open water benefit swims across the country and 100 annual pool swims.

LEARN MORE AND JOIN SAA AT:
WWW.SWIMACROSSAMERICA.ORG

DID YOU KNOW?
Every 15 minutes, 50 Americans are diagnosed with cancer.

Michael Phelps and over 120 Olympians support SAA.

100% of each SAA grant must be applied to the approved clinical trial or research project.

For every dollar we grant, our beneficiaries have been able to secure three or more dollars in new funding they might otherwise have not received.

MORE THAN A SWIM...
WE ARE A CAUSE.

Our grant focus is not a specific type of cancer. Rather, we provide seed grants to the projects that present the best opportunities to have a breakthrough in the fight against cancer.

With the data from clinical trials and research, our beneficiaries are then able to apply for additional and new funding from the National Institute of Health, other foundations, biotech and pharmaceuticals.

Our scientific advisory committee is renowned cancer MDs and PHDs with decades of experience in clinical trials and cancer research. They help us select projects and researchers who are on the forefront of new cures and treatments to cure cancer.

swimacrossamerica.org/stlouis
SAA has raised over $70 million over the last 30 years to fund cancer research and clinical trials.

SAA has played a major role in clinical funding of all four FDA approved immunotherapy drugs.

SAA’s work has resulted in receiving a $3 million charitable donation in 2017.

Our ambitious goal is to fund $100 million in the next decade to speed up cures for cancer.
Over 120 Olympians support the SAA Cause.

Their participation is a hallmark of any SAA swim.

Olympians and celebrities add star power to Swim Across America, attracting media and public relations.

Dancing with the Stars’ Louis Van Amstel swam in high school and hosts a danceathon benefitting Swim Across America.

Olympians and SAA ambassadors Missy Franklin, Kristy Kowal and Heather Petri make a hospital visit.

Ryan Seacrest interviews SAA Olympians during an Atlanta Hospital visit.

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@SAASwim

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SAA funds 22 cancer research institutions, including 10 NCI-recognized hospitals. Eleven hospitals have named their research labs in honor of Swim Across America.
The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine is an international leader in cancer treatment, research, prevention, education and community outreach. It is the only cancer center in Missouri to hold the prestigious Comprehensive Cancer Center designation and “Exceptional” rating from the National Cancer Institute and membership in the National Comprehensive Cancer Network.

THE FUNDS RAISED HERE STAY HERE.

The connection of a local swim to a local beneficiary is part of what makes SAA so special.
Siteman patients, doctors and staff were visited by our Olympians as part of the event weekend activities.
Our 2017 Participating Olympians

Kara Lynn Joyce

Mark Gangloff
Olympic Gold Medalist, 2004
American Record holder, 2009

Ryan Berube
Olympic Gold Medalist, 1996

swimacrossamerica.org/stlouis
Swim Across America St. Louis is hosted by Innsbrook Resort in a uniquely beautiful setting.
The 2017 St. Louis Swim attracted over 350 swimmers...
of all skill levels...
…ranging in age from 9 to 82.
The event has become a destination for teams, particularly college teams and alumni, including:
University of Missouri Columbia
Truman State University
McKendree University
University of Missouri St. Louis
Maryville University
The event is filled with energy, emotion, and hope. It is all about inspiration, for the individual and for the cause.
We honor those we are swimming for with a commemorative river rocks ceremony, and with a signed lab coat to be given to a doctor at Siteman.
Tattoos are a tradition that adds to the fun and, more seriously, to remind us why we are participating in it.
WAVEMAKERS are individual swimmers who have raised $1,000 or more.
We are a 100% volunteer organization.

None of the St. Louis Event Directors, chairpeople or volunteers receive any compensation.
In only its second year, the St. Louis Event raised over $150,000, more than twice the previous year’s amount. Nearly all monies raised were through individual donations.
SAA is a registered 501(c)3, audited every year and certified to fundraise in every state.
SAA is certified by BBB Giving Wise Alliance and Guidestar Platinum.
Our ambitious goal is to fund $100 million in the next decade to speed up cures for cancer.

Sponsorship levels

$20,000
Presenting sponsorship

$10,000

$5,000

$2,500

$1,000

swimacrossamerica.org/stlouis
## Sponsorship levels

### PRESENTING SPONSOR  
$20,000

- Company name used in press releases *(Swim Across America St. Louis “Presented by (presenting sponsor company)”)*
- Optimal placement of company logo on event banners, website and t-shirts
- Unlimited signage on event day and at fundraising venues
- Personal introduction to participating Olympians
- 6 invitations to private event with Olympians
- 10 entry codes for the Open Water Swim
- 6 invitations to private event at Siteman Cancer Center

### PLATINUM SPONSOR - $10,000

- Optimal placement of company logo on event banners, website and t-shirts
- 4 invitations to private event with Olympians
- 5 entry codes for the Open Water Swim
- 4 invitations to private event at Siteman Cancer Center
- Prominent placement/ad space on SAA St. Louis website and SAA St. Louis social media sites
- Dedicated space (table/tent) at event for product placement
- Signage/recognition at event
- 10 Swim Across America St. Louis t-shirts

### SILVER SPONSOR  
$2,500

- 2 invitations to private event at Siteman Cancer Center
- Logo printed on back of t-shirts
- Signage/recognition at event
- Promotion on SAA St. Louis website and SAA St. Louis social media sites
- 5 Swim Across America St. Louis T-shirts

### GOLD SPONSOR - $5,000

- 2 invitations to private event with Olympians
- 3 entry codes for the Open Water Swim
- 2 invitations to private event at Siteman Cancer Center
- Dedicated space (table/tent) at event for product placement
- Logo printed on back of t-shirts
- Signage/recognition at event
- Promotion on SAA St. Louis website and SAA St. Louis social media sites
- 5 Swim Across America St. Louis T-shirts

### BRONZE SPONSOR  
$1,000

- Logo printed on back of t-shirts
- Signage/recognition at event
- Promotion on SAA St. Louis social media sites
- 5 Swim Across America St. Louis T-shirts

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**ADDITIONAL OPPORTUNITIES AVAILABLE** for sponsoring Olympians and special events related to the swim

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*swimacrossamerica.org/stlouis*
View our video:
www.youtube.com/watch?v=eJv_6h3t3jo

Website:
swimacrossamerica.org/stlouis

facebook:
facebook.com/swimstl
For how to be part of the 2018 St. Louis Open Water Swim Event, contact

saastl@swimacrossamerica.org

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