



SWIM ACROSS AMERICA ST. LOUIS
5TH ANNUAL OPEN WATER EVENT
SATURDAY, AUGUST 29, 2020



HELP US MAKE WAVES AGAINST CANCER

**Every 15 minutes, 50 people are diagnosed with cancer.
1,630 people die from cancer every day.
And 1 out of 2 men and 1 out of 3 women will be diagnosed with cancer in their lifetime.**

Swim Across America exists to defeat these statistics and the good news is that every year, millions of Americans are beating cancer through advancements in treatments—many of which we have played a major role in developing.

Swim Across America (SAA) is a national organization dedicated to raising money and awareness for cancer research, prevention and treatment through swimming-related events. 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 ALL cancer, as selected by our scientific advisory committee of renowned cancer experts. Since its inception in 1987, SAA has raised more than \$100 million and leveraged an additional \$200 million, and currently has over 20 swims throughout the country. Recently, SAA was recognized as one of the original investors in Keytruda, the first FDA approved cancer treatment that specifically targets a tumor’s biomarkers.

In just its first 4 years, Swim Across America’s St. Louis event has grown rapidly and has raised more than \$620,000—almost exclusively from individual donations. Because of that, **there is a unique opportunity for sponsors to make a real impact in our community by being a part of this event.**

SAA St. Louis will hold our 5th Annual open water swim on Saturday, August 29, 2020 at [Innsbrook Resort](#). With the help of our sponsors, volunteers, teams, special Gold Medal [Olympian guests](#), and participants, SAA St. Louis will raise funds to support targeted, cutting edge cancer research at Siteman Cancer Center.

For more details on sponsorship packages and what they include, please see the enclosed information or contact Kathy Denton, Event Co-Director, at kathy@swimacrossamerica.org or 618-401-7216.

Thank you in advance for your help in **MAKING WAVES TO FIGHT CANCER.**



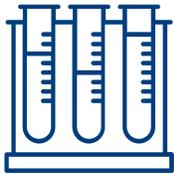
★ swimacrossamerica.org ★



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



Every **15 minutes**,
50 Americans are
diagnosed with cancer



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



SAA Impact: Thousands of young
investigators have benefitted from
SAA grant funding. SAA grants
helped fund clinical trials for Yervoy,
Opdivo, Tecentriq and Keytruda

- ★ SAA has raised **over \$100 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**.
- ★ When we make a grant **100% of the SAA grant** must be applied to the approved clinical trial or research project
- ★ Our beneficiaries have reported that for **every grant dollar** they receive from SAA, they are able to secure **\$3 in new funding** they might not otherwise have received.

★ SAA's work has resulted in receiving a **\$3 million charitable donation** in 2017

★ A cause supported by more than **20,000 participants and volunteers** each year. **Merck, KPMG, Verizon and others** support employee teams



2016 Gold Medalist Ryan Held sharing his gold medal with participants at the SAA St. Louis 2018 event



Michael Phelps and over 120 Olympians support the SAA Cause. Their participation is a hallmark of any SAA swim.



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 FUNDS RAISED HERE **STAY HERE.**

★ The connection of a local swim to a local beneficiary is part of what makes SAA so special.



The event has become a destination and a cause for local organizations and institutions, including university teams and alumni, as well as participants from across the country.

100% of our SAA Grant goes to specifically targeted research at Siteman Cancer Center. Our Gold Medal Olympian visit patients and staff at Siteman as part of the St. Louis event weekend.

We are a **100%** volunteer organization.

None of the St. Louis Event Directors, chairpeople or volunteers receive any compensation



Wavemakers are individual swimmers who have raised \$1,000 or more. The 2019 St. Louis event had an impressive total of 56 Wavemakers.



Website:
swimacrossamerica.org/stlouis
facebook:
facebook.com/swimstl
Instagram:
instagram.com/saastlouis
View our 2018 event video:
youtube.com/watch?v=LnTbRptUiIM



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SATURDAY, AUGUST 29, 2020 • INNSBROOK RESORT

SPONSORSHIP PACKAGES



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
- ★ Opportunity for dedicated signage on event day and at fundraising venues
- ★ Personal introduction to participating Olympians
- ★ 6 invitations to private event with Olympians
- ★ 20 entry codes for the Open Water Swim
- ★ 6 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
- ★ 20 Swim Across America St. Louis t-shirts

PLATINUM SPONSOR - \$10,000

- ★ Optimal placement of company logo on event banners, website and t-shirts
- ★ 4 invitations to private event with Olympians
- ★ 10 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 all 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
- ★ 5 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

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

TO DISCUSS SPONSORSHIP OPPORTUNITIES:
email saastl@swimacrossamerica.org or call 636.300.7409

Our goal is to have sponsorship underwrite 100% of event expenses, so that all participant fundraising from the swim will support immunotherapy clinical trials and research at Siteman Cancer Center.



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SWIM ACROSS AMERICA-ST. LOUIS 2020 SPONSORSHIP FORM

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Authorized Signature _____

SELECT YOUR SPONSORSHIP LEVEL

- PRESENTING SPONSOR \$20,000
- PLATINUM SPONSOR \$10,000
- GOLD SPONSOR \$ 5,000
- SILVER SPONSOR \$ 2,500
- BRONZE SPONSOR \$ 1,000

Please return the completed form with check made payable to "Swim Across America" and mail to:
Swim Across America, PO Box 490 O'Fallon, IL 62269.

Please email your firm logo in a high-resolution TIF or EPS file to billw@swimacrossamerica.org.

For more information, contact kathy@swimacrossamerica.org or call 618-401-7216.

SAA is a 501(c)3 nonprofit organization. Our Tax ID Number is 22-3248256.

