

THE GRAND CANYON RIM-TO-RIM 2015

3000 Miles to a Cure's mission is to end brain cancer by raising funds for research, extending an open invitation to unite in hope and action for the cure. In October 2015, BethAnn Telford and Maria Parker are teaming up and taking on the grueling Grand Canyon Rim-to-Rim challenge on foot and equipped with Google Glass to raise money for brain cancer research.

THANK YOU FOR CONSIDERING A DONATION TO BRAIN CANCER RESEARCH

Thank you for considering a sponsorship or donation to 3000 Miles to a Cure in support of BethAnn and Maria's efforts. Read on for information about us, the challenge and these two incredible women.

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THE ORGANIZATION

ABOUT US

3000 Miles to a Cure's mission is to end brain cancer by raising funds for research, extending an open invitation to unite in hope and action for the cure.

Marathon challenges like the Grand Canyon Rim-to-Rim, Ironman Triathlons, and the Race Across America are powerful metaphors for the battles being waged against brain cancer by those who fight it and for the race to cure it.

We will be a force that changes the future for those diagnosed with brain cancer.

We know that there is power in the shared experience of our athletes and our stakeholders.

3000 MILES TO A CURE | Join the brainstorm!

The mission of 3000 Miles to a Cure is to end brain cancer by raising funds for research, extending an open invitation to unite in hope and action for the cure.

Together, we can cure brain cancer.

#jointhebrainstorm

THE CHALLENGE

GRAND CANYON RIM-TO-RIM

BethAnn and Maria are both inspiring ultra marathon athletes who share a passion for ending brain cancer. They are taking on the Grand Canyon Rim-to-Rim run to raise funds for brain cancer research. It's no accident that this is the event they chose to tackle together. The Grand Canyon is a powerful metaphor for the "valley of death" in anti-cancer research.

The phrase, "the valley of death," is used to describe the underfunded chasm between breakthroughs in academic research and large scale human clinical trials, which ultimately lead to new therapies being brought to market.

Join BethAnn and Maria in their mission to close this chasm by donating to brain cancer research through 3000 Miles to a Cure as they take on the Grand Canyon's Rim-to-Rim run this October.

Google Glass & 3000 Miles to a Cure: Google awarded 3000 Miles to a Cure a \$25,000 grant, Google Glass and access to developers to build an exciting new way for athletes to connect with donors through Google's Giving through Glass program. BethAnn and Maria will be equipped with Google Glass and 3000 Miles to a Cure's fundraising app to share their experiences descending into the canyon, crossing it and racing up to the finish line at the top of the North Rim. Our app will connect them with donors in a totally new and exciting way, creating a powerful positive cycle of encouragement.

Video and Photography: BethAnn and Maria will also be accompanied by a small media team who will be documenting their efforts throughout the Rim-to-Rim challenge.

CHALLENGE ENVIRONMENT:

When: First week of October, 2015

Starts:

South Rim of the Grand Canyon

Finishes:

North Rim of the Grand Canyon

Total Distance:

20.6 miles via the South Kaibab Trail

Elevation Change:

10,550 feet

X-Factor:

4,400 feet elevation drop in first 7 miles.

Average October Temperatures:

South Rim:

High: 65 °F

Low: 36 °F

Canyon Floor

High: 84 °F

Low: 58 °F

North Rim

High: 59 °F

Low: 31°F

THE WARRIORS

BETHANN TELFORD

BethAnn was diagnosed with brain cancer in 2005. She felt her first symptoms while running the 2004 Marine Corps Marathon. Since her diagnosis, surgery, and recovery, she has raced marathons and Ironmans despite being mostly blind in her left eye and suffering from seizures from the malignant glioblastoma in her brain. She has raced the Boston Marathon (3 times), the Marine Corps Marathon (12 times), the Lake Placid Ironman (twice) and the Kona Ironman World Championships (once, in 2012). In so doing, she has raised more than \$650,000 for brain cancer research. When she isn't out training or racing to raise money for brain cancer research, she works for the Government Printing Office as Special Events Director in her home, Washington, D.C..

BethAnn met Maria through Accelerate Brain Cancer Cure after Maria's historic Race Across America Victory in 2013. They share the same passionate, action-focused approach to ending brain cancer. These two women will be supported by thousands of stakeholders along the way through 3000 Miles to a Cure's Google Glass Ultra Marathon Fundraising app. Stakeholders will include children and adults battling brain cancer and their families and broader communities. The encouragement these stakeholders share during this event will lift each woman up. Conversely, BethAnn and Maria's efforts in the Rim-to-Rim will be a powerful conduit for hope to end brain cancer, to cross the "valley of death."

MARIA PARKER

It is one thing to say, "I want to end brain cancer." It is another to say, "I want to end brain cancer and I will clip in and pedal three thousand grueling miles from ocean to ocean with little sleep and no relief to ignite the same fight, the same hope in others." That's what Maria Parker, 3000 Miles to a Cure's founder, did in 2013 after her sister was diagnosed with terminal brain cancer. The quadruple world record holding cyclist rode to what race officials called the greatest comeback in the 34 year history of the race after being sidelined for 24 hours following an accident that destroyed her follow vehicle and equipment. In the process, she united thousands in hope and action to end brain cancer.

SPONSORSHIP

SPONSOR OUR RIM-TO-RIM

We are committed to making BethAnn and Maria's Rim-to-Rim run the most powerful it can be in the race to end brain cancer. That means spreading the story as far as we can leveraging around the clock media teams and promotion leading up to and during the event. Please join us at one of the following sponsorship levels.

Exclusive Sponsorship:

Giving level: \$10,000

Benefits: Exclusive branding of athletes and crew (full, custom-designed apparel) and unrestricted license for all photography and video. All mentions of event will include sponsor name, backdrop banner at start and finish will include large sponsor logo, sponsor logo on outerwear, t-shirts, backpacks, water bottles, 6 month thank you message on 3000 Miles to a Cure home page.

Rim Sponsorship (2 Available):

Giving level: \$5,000

Benefits: Large Sponsor logo on banner at start or finish, sponsor logo on outerwear, t-shirts sponsor logo on outerwear, 3 month thank you message on landing page of 3000 Miles to a Cure homepage.

Mile Sponsorship (20 Available):

Giving level: \$500

Benefits: Sponsor logo on outerwear, finish line banner, BethAnn and Maria thank on video coverage.

GIVE DIRECTLY

TO 3000 MILES TO A CURE

Ultimately, our goal is to eradicate brain cancer which we know is possible with sufficient funding. Please consider giving directly to 3000 Miles to a Cure in support of BethAnn and Maria to help us in that mission.

NEXT STEPS

LET'S TALK

We would love to tell you more about the Rim-to-Rim challenge, our organization and our approach to our mission. Let's talk.

MARIA PARKER

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THANK YOU.

Thank you for thoughtfully considering a sponsorship or donation in support of 3000 Miles to a Cure's Grand Canyon Rim-to-Rim challenge.

3000 MILES TO A CURE

Organizational Values

At 3000 Miles to a Cure, our mission is to end brain cancer by raising funds for research, extending an open invitation to unite in hope and action for the cure. Everything we do must exemplify the following:

100%

All of the money we raise goes directly to brain cancer research. Administrative and other costs associated with fundraising will be covered by special donors.

COURAGE

We are committed to achieving our goal. We will consider new approaches, foster new partnerships and work harder, but never give up, even when faced with failure or defeat.

EXCELLENCE

The battle against brain cancer will not be won haphazardly. We will perform our commitments to the highest possible level of quality.

INCLUSIVITY

3000 Miles to a Cure is a team. Every single teammate is uniquely valuable. Together, we can cure brain cancer.

INNOVATION

We take the best from the successes of the past but always push ourselves to challenge what has been done with what could be done and we pursue that vision with courage.

INTEGRITY

Everything we do at 3000 Miles to a Cure both individually and as an organization is done with honesty, sincerity and truth, reflecting strong moral principles.

HOPE

Hope is the foundation of action. We inspire each other to hope and act to accomplish amazing things.

www.3000milestoacure.com | [#jointhebrainstorm](https://twitter.com/jointhebrainstorm)