



THE NWC SPONSORSHIPS

THE NWC 2023: SEPTEMBER 09

The NWC is a Worldwide Cycling Challenge inspired by Nicola Werner: established 2016 to raise awareness and funds in the fight against infection and virus caused cancers (HPV).

We are delighted to co-finance the project

- “immunotherapy for cervical cancer” at the Institut Gustave Roussy
- for head and neck tumours at the German Cancer Research Center.

They both share the same objective as The NWC:

No more HPV caused cancer cases!

We are convinced to make with the NWCs approach an impact to cancer prevention:

- Our (cycling) events are unique and motivate participants and community to actively take on their own cancer prevention through sports, vaccination and other preventive measures.
- Our direct link to research with small, but targeted funding for research at leading institutes.

Together with our participants, volunteers & sponsors we aim to grow the current level of the NWC donation to cancer research from €70k to midterm €500k annually.

The key driver for the NWCs growth are participants and additional events across the globe.

Sponsors are instrumental to further grow the impact and to help covering the costs of operating the NWC.

Alignment on our values and supporting our vision is an important part in all of our engagements.

- Values: Challenge, Respect, Giving, Openness, [Live the music that plays within you](#)
- Vision: The NWC will be the approach & event in road cycling which makes a difference for the fight against cancer (HPV)

The NWC is a volunteer driven initiative: everyone gives as much as he/she can, instead of what he/ she wants...

The NWC has no employees, however some freelance work is remunerated.

Whilst free products, services as support are appreciated, The NWC’s policy is to alternatively compensate for certain products & services at cost basis.

The NWCs business model is set up such that

- > 80% of donations from individuals will be directly attributed to cancer research
- Revenue from merchandising, Sponsorship, donations from institutions will be primarily used to operate the NWC, fund the events.

HISTORY

2016: 35 cyclists, €4k donation to cancer research

2022: > 700 cyclists, 13 cities in Europe & North America: €70k donation to cancer research

2023 CITIES

Berlin: [Fraunhofer Gesellschaft](#)

Heidelberg: [Frau Heidelberg](#)

Mont Ventoux: [Pista Cafe](#)

Frankfurt: [Rothschild](#)

London: [One More City](#)

Lyon: [Les Grimpeurs](#)

Nice: [Thilo von Steinburg](#)

Paris: THE NWC

Munich: TBD

Philadelphia: [Team I hate Cancer](#)

La Reunion: [Phuong Lien Tran](#)

Seattle: [Jason Grahm](#)

+ new cities for this year to be announced soon!

RESEARCH

[German Cancer Research Center - Heidelberg Germany](#)

[Institut Gustave Roussy - Paris France](#)

HPV CAUSED CANCER

>5% of all cancers caused by HPV

>90% of all gynecological cancers caused by an HPV infection

>90% of cases preventable via early vaccination



Sponsorships will be associated with

- Promoting health in particular cancer prevention via sports & arts
- Growing a forward thinking charitable startup
- Reaching out to like-minded companies in your and other industries
- Changing mindset from “what’s in it for me” to “what could I do for others”

APPROACH TO SPONSORSHIPS

The NWC offers to collaborate with companies, organizers, institutions according to capabilities regardless of size.

We look for Sponsors who contribute reaching our goals, via

1. Financial Sponsoring to enable events and the operating of the association
2. Match teams’ fundraising contributions
3. Improving brand recognition e.g. campaigning/communicating for The NWC
4. Providing incentives for our fundraisers recognition
5. Help with resources to prepare & run the events or to grow the backbone of The NWC
6. Organizing a NWC

The NWC offers to its sponsors:

- Co-branding for selected parts of the event or selected activities
- Associate your brand with The NWC, a forward thinking non profit organization
- To make an impact on cancer prevention & cancer research
- Join a NWC event with a team and / or set up individual physical or virtual NWC events
- Being part of a fast-growing international community
- Cross referencing in Social media
- Excellent media for internal and external communication

SPONSORS / PARTNERS

[Barn Hotel](#)

[Medidata](#)

[Triathlon Store](#)

[Janvier](#)

[Salesforce](#)

[Chimpanzee Energy Bars](#)

[Mohawks Cycles](#)

[Frau Heidelberg](#)

[Music-work](#)

[Rothschild](#)

[Dataiku](#)

[Point Éphémère](#)

[Opencycle](#)

[Ateliers Saint-Lazare](#)

[Poilâne](#)

[LPA-CGR](#)

[MSD](#)

[Zéfal](#)



Sponsorships will be tailored to the sponsor's requirements:

- discreet or visible
- use of social media & press
- active role during event
- duration & frequency

CATEGORIES

The NWC offers on a local, regional and global level 3 different categories to engage:

Element	Sponsor		Partner
	Bronze	Silver	Gold
Sponsor / Partner provides			
Products & Services at preferential terms to the NWC	●	●	●
Financial, resource, branding	○	●	●
Joint communication	●	●	●
Commitment to growth of NWC	○	●	●
Long term engagement = # participations	○	○	> 3
Sponsor / Partner receives			
Priority registration	○	○	●
Logo & Testimonial on NWC Website	●	●	●
Social Media tagging	●	●	●
Referencing in communications	●	●	●
Co branding = Brand Visibility at Event	○	●	●
Press Release	○	●	●
Invitation Scientific Dinner etc.	○	○	●
LinkedIn Article	○	○	●
Podcast mentioning	○	○	●
Presentation in Newsletter	○	○	●



Next Steps:

- Selection of package and elements
- Formalize a sponsor agreement
- Engage

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OPTIONS FOR SPONSORING & CO-BRANDING

- The Scientific Dinner in Paris with Institut Gustave Roussy
 - Co-chair
 - Host a table (6 seats)
- The Starters' & Finishers' bag: goodies & logistics
- Volunteer / Event T-shirt; Ride Leaders Jersey
- The NWC Team Event
- The NWC Stationery
- Photography
- Recognition gifts for Fundraisers from
- For the Paris Event
 - Depart [Triathlon Store](#)
 - Arrival [Point Éphémère](#): Bike Park; Arrival; Stand; Band
 - Lunch at the [Barn Hotel](#)
 - Women's' team
- All other cities
 - Breakfast & Lunch break & finisher beer
 - depart & arrival locations
- Matching a teams' fundraising efforts
- Podcasts

OPTIONS FOR RESOURCE SUPPORT

Digital platform:

- QR Code integration with wallet
- Bike Plate / dossard production

Resources:

- Organizing virtual events in sports centers
- Organizing smaller local NWCs (min.10 participants)
- Organizing "Ride with the NWC" preparation rides with sponsor's company members
- Volunteers for the event: drivers, photographers, helping hands
- Organization & location Team Event
- Participating in events representing the NWC and raising funds

Back office: Temporary office / meeting room space

Logistics:

- Cars to drive photographers, help teams
- Commissioning & shipping starters/finishers packages ; NWC collection (Paris)
- Storage for material (Paris)

Brand Awareness & recognition:

- Communications & contacts with media / overall media management
- Professional image (photos & videos) management
- Production of NWC image videos
- Grow the NWC community

TO BE DELIVERED BY SPONSOR

VISUALS

- Logo format max 300px wide or max 300px tall png or jpg & AI for dark and light background (1 axe to be 300px)
- 1-5 Photos, high resolution 300 wide x 600px tall png or jpg

TESTIMONIAL

- English; German or French optional
- min 400 max 800 characters

SOCIAL MEDIA

- Instagram Account
- Facebook Account
- LinkedIn Account
- Media contact person



“ We started in 2016 honoring the wish of my late wife to alert people for cancer prevention, to make a financial contribution to cancer research and to spare other people Nicola’s fate.

Her Doctor, Dr. Judith Michels runs a large project at the Institut Gustave Roussy for immunotherapy in cervical cancers; which we supported in 2022 with €56k.

Our mid term objective is to donate €500k to research projects focusing on HPV.

I cannot imagine a better alignment of objectives.”
Moritz Werner March 2023

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THE TEAM

LINKS



[Website](#)



[Instagram](#)



[Youtube](#)



[LinkedIn](#)



[E-Mail](#)



[Twitter](#)



[Strava](#)

PHOTOS

ARTICLES

[Eurosport](#)

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[Le cycle](#)

[L'equipe](#)

HASHTAGS

[#thenwc](#)

[#livethemusicthatplaywithinyou](#)

[#thenwc8](#)

[#thenwcfamily](#)

[#rideagainstcancer](#)

[#cancelcancer](#)

ASSOCIATION

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