



We are proud to co-finance the project “immunotherapy for cervical cancer” at the Institut Gustave Roussy. The researcher in charge is the doctor who took responsibility for Nicola; they both share the same objective: no more HPV caused cancer cases !

Together with our participants, volunteers & sponsors we are committed to grow the current level of donations of €60k to midterm €500k annually for cancer research with the respective increasing number of participants across the globe.

We would be delighted if additional companies join our efforts as sponsors & partners!

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

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.

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).

OUR VISION

The NWC will be the cycling approach & event making a difference for the fight against cancer (HPV)

OUR VALUES

Challenge

Respect

Giving

Openness

[Live the music that plays within you](#)

OUR HISTORY

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

2021: > 500 cyclists, 11 cities in Europe & North America: €60k donation to cancer research

OUR GOAL

Raising €500 K to co-finance the project [“immunotherapy for cervical cancer”](#) at the Institut Gustave Roussy.



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”

OUR APPROACH TO SPONSORSHIPS

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

More importantly we seek alignment on our vision, values and an interest to be part of the journey .

We look for Sponsors which contribute reaching our goals, via

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

SUGGESTED OPTIONS FOR FINANCIAL SPONSORING & CO-BRANDING

- The Fundraisers’ Recognition Dinner in Paris with Institut Gustave Roussy
- The Starters’ & Finishers’ bag: goodies & logistics
- The Volunteer T-shirt
- The Ride Leaders Jersey
- The NWC Team Event
- The NWC Stationery
- Recognition gifts for Fundraisers
- For the Paris Event
 - Depart & arrival at the [Stadium Pierre Vimille](#)
 - Lunch at the [Barn Hotel](#)
 - Kids’ ride
 - Womens’ team
- All other cities
 - Breakfast & Lunch break & finisher beer
 - depart & arrival locations
- Matching a teams’ fundraising efforts

OUR SPONSORS

- [Atelier Maître Albert](#)
- [Ateliers Saint-Lazare](#)
- [Barn Hotel](#)
- [Château d'Etroyes](#)
- [Chimpanzee Energy Bars](#)
- [Christian Louboutin](#)
- [Dataiku](#)
- [Faber Castell](#)
- [Fairmean](#)
- [Frau Heidelberg](#)
- [Hutchinson Cycling](#)
- [Janvier](#)
- [KMO](#)
- [La Fabbrica](#)
- [Les Zythologues](#)
- [LPA-CGR](#)
- [Medidata a Dassault Company](#)
- [Mohawks Cycles](#)
- [MSD](#)
- [Music-work](#)
- [Opencycle](#)
- [Poilâne](#)
- [Rapha](#)
- [ride100%](#)
- [Rothschild Wealth Management](#)
- [Salesforce](#)
- [Scriptlaser](#)
- [Storm Cycling Club](#)
- [Wahoo-Germany](#)
- [Wilma](#)
- [Zéfal](#)



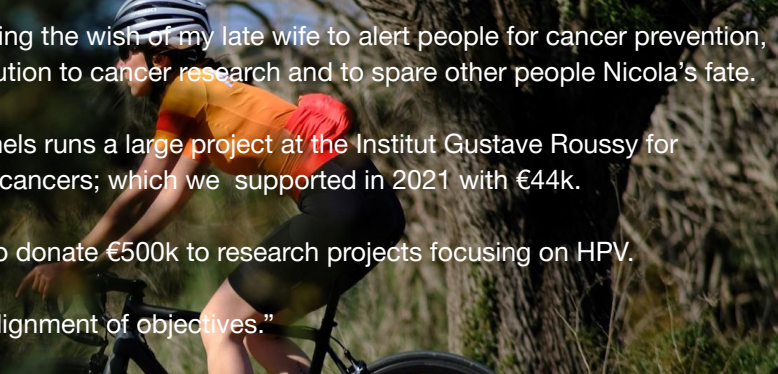
“ We started in 2016 honoring the wish of my late wife to alert people for cancer prevention, to make a financial contribution to cancer research and to spare other people Nicola’s fate.

Her Doctor, Dr. Judith Michels runs a large project at the Institut Gustave Roussy for immunotherapy in cervical cancers; which we supported in 2021 with €44k.

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 2022



SUGGESTED OPTIONS FOR RESOURCE SUPPORT:

Digital platform:

- UI / Usability
- QR Code integration with wallet
- Bike Plate / dossard production
- Shop for images
- Team communications tool such as SLACK

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
- Event Management (Paris)
- Volunteers for the event
- Organization & location Team Event
- Participating in events representing the NWC and raising funds

Back office:

- Controlling & accounting Services
- Temporary office / meeting room space

Logistics:

- Provide helping hands in the run up & during the events
- Cars to drive photographers, help teams
- Commissioning & shipping starters/finishers packages (Paris)
- Commissioning & shipping of the NWC collection (Paris)
- Storage for material (Paris)
- Check in process (Paris)

Brand Awareness & recognition:

- Communications & contacts with media / overall media management
- Band for the finish line (Paris)
- Location & DJ afterparty (Paris)
- Assistance for our chief designer
- Professional image (photos & videos) management
- Production of NWC image videos
- Grow the NWC community

2021 CITY RIDES ORGANIZED BY

Berlin: [Fraunhofer Gesellschaft](#)

Black Forest: [Dinger Fliesen](#)

Bochum: [Spoocha](#)

Frankfurt: [Rothschild](#)

London: [Alan Morton](#)

Lyon: [Les Grimpeurs](#)

Munich: [Sugar & Pain](#)

Philadelphia: [Team I hate Cancer](#)

Rhode Island: [Ten speed Spokes](#)

Seattle: [Jason Grahn](#)

RESEARCH

[German Cancer Research Center](#)

- [Heidelberg Germany](#)

[Institut Gustave Roussy - Paris](#)

[France](#)

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[#livethemusicthatplaywithinyou](#)

[#yesifday](#)

[#nwc2022](#)

[#departridearrivetogether](#)

www.thenwc.org