



PROJECT
KORU[®]
KB4C24

**2024
KB4C Derby**
Sponsorship Pitch Deck

Who We Are

Community | Empowerment | Adventure

Project Koru is a nonprofit organization dedicated to enriching lives through community and the outdoors as a way to move forward beyond cancer. Project Koru hosts life-changing outdoor retreats for young adults living with or surviving cancer. Kiteboard 4 Cancer (KB4C Derby) is our signature fundraising event, the economic engine that moves our organization forward.

Join us as we empower cancer survivors!



Our unique survivor-led programming model allows participants to speak honestly and openly about their cancer without feeling judged or stigmatized, because we've been through it, too. Authenticity is the heart and soul of our mission.



Project Koru Impact

Outdoor adventure as a form of healing is the backbone of our organization.

There is no such thing as “life after cancer” — there is only life. What cancer takes, our community gives back in spades. Post-treatment is when mental and emotional struggles set in, and that’s where we shine.



What You Support:

Project Koru's signature program, Camp Koru:

A week-long wellness and adventure retreat empowering cancer survivors to discover healing, renewal, and overcome fears through shared experiences and community.



Why You Support:

Despite the abundance of cancer foundations, survivorship remains a neglected area in general for young adult survivors. Of the limited resources accessible, many fail to meet the unique needs of young adults and are frequently disregarded, compounded by challenges related to location to survivors.

These individuals require support for peer connection, embracing body and emotional changes, empowering long-term survivorship, and reconnecting with nature.



Kiteboard 4 Cancer (KB4C)

Hundreds of pro and amateur athletes from across the world compete in the KB4C Derby every year.

This live event at the Columbia Gorge in Hood River, Oregon draws hundreds of live spectators and thousands of global spectators tracking the race virtually from around the world during this inspiring three day event.

KB4C (kb4c.org) is the largest wind sport competition in North America.

Competitors travel from far and wide to take part in this long standing event. As the sport of kiteboarding has evolved over the past 20 years, so has the KB4C. As we enter our 18th year, we have seen the addition of many new categories including kite foiling and wing foiling.



Project Koru's largest fundraising event is our annual KB4C derby.

The KB4C is a 6 hour endurance race meant to challenge riders physically and mentally as a way to stand in support of cancer survivors. It is as much about harnessing the power of healing, as it is about harnessing the wind. It is through this exciting two day wind festival in beautiful Hood River, OR that Project Koru is able to change so many lives. With your partnership, we are able to build it.





PROJECT KORU[®]

Cancer takes. We give back.



PLATINUM

Partner \$20,000

- All lower tier items included, plus:
- Title sponsor of KB4C event
- Sponsor an entire outdoor wellness retreat of 10 survivors
- E8 Timing Banner (official timing sponsor of KB4C. In app race sponsor)
- KB4C t-shirts (front of shirt large logo)
- Banners (title KB4C banner location spot)
- Large KB4C event prime spot/tent



GOLD

Partner \$10,000



- All lower tier items included, plus:
- Sponsor half of an entire outdoor wellness retreat of 10 survivors
- Official stage sponsor KB4C Derby
- Your standalone banner will go to our outdoor wellness retreat
- KB4C event central spot/tent



SILVER

Partner \$5,000

- All lower tier items included, plus:
- Rent a retreat center for a weeklong camp of 10 survivors
- Your logo on the banner at our outdoor wellness retreat
- KB4C t-shirts (prime logo spot)
- KB4C event spot/tent (table/tent provided)



COPPER

Partner \$2,500



- Provide a week's worth of surf instruction for 10 survivors at camp Koru
- KB4C t-shirts (back of shirt logo spot)
- KB4C event spot (must provide own table/tent)
- Banners (KB4C event banner location)
- Social media (KB4C & Project Koru)
- Listed on KB4C and Project Koru websites (logo w/ link to your website)



IN-KIND SUPPORTER

Partner \$1,000

- \$1000 sponsorships and in-kind donors receive listing on the KB4C website and mentions throughout the KB4C event.
- All donations are in USD. Donations in the form of product will be accepted, and will be credited at half retail value.



Let's Connect!



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