



The 2018 Tour de USA® "Making Prostate Cancer Visible"



More than half of all American families are touched by cancer and in 2018 there are more than 15 million cancer survivors living in the United States. The Cancer Journeys Foundation created the Tour de USA® to highlight the importance of early detection and lifestyle choices.

The 2018 Tour de USA® focus is on prostate cancer, the number two cancer killer for men that claims the lives of almost 29,000 men every year; another man every 20 minutes; every day; all year long.

Prostate cancer is highly treatable when found early. The Cancer Journeys Foundation ProstateTracker App gives men a simple tool for tracking their personal prostate cancer risk.

Our goal is to dramatically lower the annual prostate cancer death toll and keep families together. Our strategy is similar to how the World Health Organization eradicated smallpox: Test. Track. Treat.

We invite you to partner with us on our World Record Charity Road Rally attempt as we cross the United States and back for prostate cancer awareness and prevention.

Robert

Robert Hess
President
Cancer Journeys Foundation
Cancer Survivor, Class of 2003



The 2018 Tour de USA® to End Prostate Cancer

“Cruising for a Cause”

Executive Summary

From August to mid-September 2018, the Cancer Journeys Foundation will cross the United States and back in a World Record attempt for the longest Charity Road Rally, driving a specially wrapped Mazda MX-5. The rally will last 36 days and cover roughly 9,300 miles.

The Rally begins in California on 15 August 2018 and finishes in Los Angeles in mid-September.

Goal

The goal is to dramatically increase men’s awareness of the importance of early testing for prostate cancer, which claims the lives of almost 28,000 men every year simply because these men don’t know they have the disease in time for effective treatment.

Why a Road Rally?

Our goal is to get a nationwide conversation going by connecting with TV and radio stations in the states we will transit.

Our prostate cancer awareness has three key target segments: 1) younger men to educate them on the need to begin testing; 2) men 60 plus who will tell their sons about the prostate cancer risk and begin testing if they haven’t already; and 3) prostate cancer survivors who can share their stories.

We’ve wrapped our MX-5 in an unmistakable and very attention getting bright yellow. And it does begin conversations!

World Record Charity Rally Attempts

- Longest charity road rally attempt
- Most charity road rally participants

World Record Attempt Rally Route

The drive begins in California (location TBD) and then travels through Arizona, Texas, Louisiana, Mississippi, Alabama, Georgia, South and North Carolina, Virginia, West Virginia, Ohio, Indiana, Illinois, Iowa, Nebraska (first week in

September for Pro Solo Nationals), Wyoming, Montana, Idaho, Oregon, and back down the California coast to Los Angeles.

Never Give up!

Never Give Up! Is the Cancer Journeys Foundation slogan and it's the message of hope we carry to all cancer survivors.

We chose our Mazda Miata because it's the most raced car in the US and because it's small and it competes against larger, more powerful cars. The Miata truly can Never Give Up if its going to win.

Our Driver

Cancer Journeys Foundation President Robert Hess will drive the car. He is a prostate cancer survivor and a former US Army helicopter pilot. He'll be wearing his military flight suit for added interest and to connect with the military/veteran communities.

Our MX-5 will compete in the ProSolo National Championships in Lincoln, NE.

Market Exposure:

- The proposed route reaches 51% of the total American population.
- Daily pictures and video clips to social media platforms. This content will be compiled into an event documentary.
- Weekly pre-event press release calendar beginning in April 2018, and then daily press releases during the event itself – estimated 36 days.

Public Engagement:

The CJF Mazda Miata will carry a [FindMeSpot](#) GPS tracking device, allowing the public to follow the car's location in real-time on the Internet (5 minute delay), using any mobile device or computer that can connect to the Internet.

Partnership Benefits

- Helping stop the most common male cancer
- Being part of a world record attempt
- Option to co-drive segments of the rally
- Linked advertising on the event website and in email newsletter updates
- Media exposure to 51% of the US population
- Joint creation of the automotive equivalent of the annual [Rolling Thunder](#) motorcycle ride

The Cancer Journeys Foundation is a registered 501 (c)(3) non-profit I FEIN 81-1880936

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The Inaugural Tour de USA® for Prostate Cancer

Sponsor Benefits

- 36 days on the road; four months advance PR
- 19 states
- 48% of the US population
- Daily stops at Mazda dealerships
- Daily PR release
- Daily video upload with sponsor logos
- Real-time location tracking by satellite on the Internet for consumer engagement
- Target demographics: male 20-35; 50-65
- Target psychographics - men and women who are passionate about driving and having fun with their vehicles
- Opportunity for sponsors to drive daily segments
- Opportunity to distribute branded materials
- Signage on the car
- Opportunity to compete the car at SCCA ProSolo Nationals
- Connects directly with Mazda's "Driving Matters" ethos and people who love driving
- A unique opportunity to reach and engage with a topic that touches 54% of American families



Sponsorship Level Opportunities

Presenting Sponsor Exclusive	\$15,000
Gold	\$10,000
Silver	\$ 5,000
Bronze	\$ 2,500
Official ... of The Tour de USA	\$ 1,500
Supporter	\$ 1,000

Public Benefits

- Making men aware of the prostate cancer and how to measure their own risk
- Men's lives saved through early detection and treatment - keeping men with their families
- Information on finding the best possible treatment option
- Opportunity to be part of a unique World Record automotive adventure
- Chance to pay it forward to the men following them
- An event where people can blend the fun of driving with the emotional feeling of helping others

Working Schedule As of 3/28/2018

Day Number	Date	Begin	End	State	Distance	Time	Zipcode	Mazda Dealership	Raceway Parade Lap
1	8/15/18	California - Mazda HQ - Los Angeles	Phoenix	AZ	419	8.0	85260	Earnhardt Mazda	Phoenix International Speedway
2	8/16/18	Phoenix	Albuquerque	NM	410	8.5	85014	Quality Mazda	
3	8/17/18	Albuquerque	Midland	TX	395	7.0	79707	Ron's Mazda World	
4	8/18/18	Midland	Tyler	TX	439	7.5	75701	Velocity Mazda	Circuit of the Americas
5	8/19/18	Tyler	Matairie	LA	411	7.2	70002	Paretti Mazda	
6	8/20/18	Matairie	Fort Walton Beach	FL	305	6.5	32547	Mazda of Fort Walton Beach	
7	8/21/18	Fort Walton Beach	Talladega	AL	255	5.5	35096		Talladega Speedway
8	8/22/18	Talladega	Pigeon Forge	TN	328	7.5	37863		
9	8/23/18	Pigeon Forge	Raleigh NC	NC	375	8.0	27609	Southern States Mazda	
10	8/24/18	Raleigh NC	South Charleston	WV	492	8.5	25309	Lester Raines Mazda	
11	8/25/18	South Charleston	Indianapolis	IN	309	6.5	46074	Tom Roush Mazda	Indianapolis Speedway
12	8/25/18	Indianapolis	Grand Rapids	MI	265	5.5	49512	Fox Mazda	South Bend Motor Speedway
13	8/26/18	Grand Rapids	Escanaba	WI	389	7.5	49829	Halbinsel Volkswagen Mazda	
15	8/27/18	Escanaba	West Allis	WI	230	4.8			Milwaukee Mile Speedway
16	8/28/18	West Allis	Dubuque	IA	238	5.5	52003	Riley Mazda	
17	8/29/18	Dubuque	Lincoln	NE	394	7.0	68516	Anderson Mazda of Lincoln	
18-21	8/30-9/2/18	Lincoln, NCE prosolo nationals						ProSolo Nationals	8/31 - 9/2
22	9/3/18	Dubuque	Cheyenne	WY	437	7.5	82001		
23	9/4/18	Cheyenne	Little Big Horn	MN	394	6.6			
24	9/5/18	LBG - Cody - Yellowstone Park	Jackson WY	WY	562	11.0	83001		
25	9/6/18	Jackson WY	Stanley	ID	289	6.5	83333		
26	9/7/18	Stanley	Caldwell	ID	145	4.0	83607	Team Mazda Subaru	
27	9/8/18	Caldwell	Salem	OR	431	9.5	93701	Power Mazda	
28	9/9/18	Salem - Waldport - Crescent	Brookings	OR	291	7.5	97415	Bernie Bishop Mazda	
29	9/10/18	Brookings	Red Bluff Ca	CA	267	7.5			
30	9/11/18	Red Bluff Ca	Santa Rosa	CA	170	4.5	95407	Hansel Mazda	
31	9/12/18	Santa Rosa	Vallejo	CA	65	2.5	94951	Team Mazda	
32	9/13/18	Vallejo	Monterey	CA	149	5.0	93955	Cypress Coast Mazda Subaru	
33-34	9/14-9/16/18	Miatas at Laguna Seca	Laguna Seca	CA	10	2.0	93908	Miatas at Laguna Seca	
35	9/17/18	Monterey	Willow Springs Rac	CA	279	3.5	93206	Buttonwillow Raceway	
36	9/18/18	Willow Springs Raceway	Van Nuys	CA	70	2.5	91406	Galpin Mazda	
36	9/18/18	Van Nuys	Irvine	CA	70	3.0	92618	Mazda North America	
					9,283	194.1			

