



# 2023 PAN OHIO HOPE RIDE INCENTIVE PROGRAM

## HOW DOES IT WORK?

Throughout the **2023 American Cancer Society Pan Ohio Hope Ride** event season, there will be multiple opportunities to earn **Pan Ohio Incentive Points** that can then be redeemed through an online system for various items. This system allows greater flexibility for participants to choose their own incentive items and to accumulate points through the end of the event to redeem them for a larger ticket item.

All registered POHR participants—whether creating their own 328-mile ride; riding or volunteering for one, two or four days; or signing up as a Supporter—are eligible to earn points.

It also enables other opportunities, such as transferring points to another participant and/or opting out of incentive point redemption for those who do not wish to receive branded incentive items.

## EARNING PAN OHIO INCENTIVE POINTS

### SEASONAL FUNDRAISING CHALLENGES

Raise \$500 during the each challenge to earn points.

15 points	Fall (Season start—January 2, 2023)
15 points	Winter (January 3—March 28, 2023)
15 points	Spring (April 1—June 30, 2023)

### FUNDRAISING TOTALS

Once fundraising has concluded for 2023, points will be awarded based on funds raised.

20 points	\$2,000—\$2,999
30 points	\$3,000—\$3,999
40 points	\$4,000—\$4,999
50 points	\$5,000—\$5,999
60 points	\$6,000—\$6,999
70 points	\$7,000—\$7,999
80 points	\$8,000—\$8,999
90 points	\$9,000—\$9,999
100 points	\$10,000+

### ENGAGEMENT & RECRUITMENT

5 points each	Attend educational or social events
20 points each	Recruit a new or past participants (who have lapsed 2 or more years) to join the 2023 event at any level

### SPONSORSHIPS

Secure a sponsorship, financial or a budget-reducing product donation, to earn points.

25 points	\$2,500 Water Stop Sponsor
50 points	\$5,000 Gold Sponsor
100 points	\$10,000 Platinum Sponsor
250 points	\$25,000 Presenting Sponsor
500 points	\$50,000 Title Sponsor

## REDEEMING POINTS

Your POHR staff will track points earned throughout the event season and will provide an online store link and redemption instructions to all qualified participants.

The online store will be open twice—once following **#328Day**, and again after the event once the fundraising has closed. At those times, you can share if you would like to transfer points to a fellow participant!

If you have any questions about the **Incentive Point Program** or have referrals for sponsorships, please contact POHR staff at [PanOhiInfo@cancer.org](mailto:PanOhiInfo@cancer.org).