

EMERY'S MEMORY FOUNDATION

THUNDER RIDE



TO END CHILDHOOD CANCER

JULY - SEPTEMBER 2023



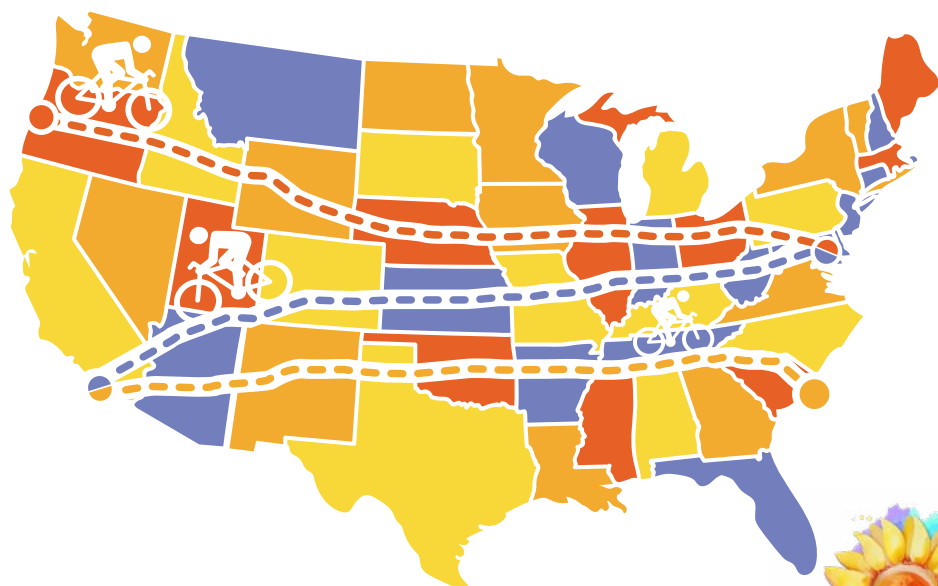
A COAST TO COAST RIDE TO **END CHILDHOOD CANCER**

1 MAN

9,000
MILES

3
MONTHS

\$3M
GOAL



EmerysThunderRide.com



EMERY'S MEMORY
FOUNDATION

THE REASON
FOR THE RIDE

EMERY'S MEMORY FOUNDATION

THUNDER
RIDE 

TO END CHILDHOOD CANCER

Neuroblastoma cancer **targets young children.**
Diagnosis is **difficult.** Treatment is **grueling.**
Survival rates are low.

TOGETHER, WE CAN CHANGE THIS.

In 2020, the same man **ran coast-to-coast**, completing a marathon every day for 19 weeks. Due to the COVID-19 pandemic, very little press or coverage was given to his efforts, but the connections made families, children, and businesses coast-to-coast made an impact. Over \$165,000 was raised for research and to support families with children undergoing the rigorous treatment for neuroblastoma.

This time, we're going even bigger!



EMERY'S MEMORY
FOUNDATION

LEARN MORE AT:
[EmerysThunderRide.com](https://www.EmerysThunderRide.com)

RESEARCH PARTNER:



**BEAT
CHILDHOOD
CANCER**

Funds raised will support both Emery's Memory Foundation and Beat Childhood Cancer. Their life-saving treatment protocols and trials are active in over 40 children's hospitals nationwide.

EMERY'S MEMORY FOUNDATION

THUNDER RIDE



TO END CHILDHOOD CANCER

MEET EMERY



Our daughter, Emery Ilene, had just celebrated her 2nd birthday when we were blindsided with every parents worst nightmare.

Not just cancer but stage 4 high risk Neuroblastoma.

Most people do not know that Neuroblastoma is the most common solid tumor in children under the age of five. And that in most cases is has already metastasized by the time it is diagnosed. We definitely didn't. First off, it is not a brain cancer even though it can spread to the brain. Neuroblastoma is where cancer cells form in nerve tissue, like the adrenal gland, spinal chord and neck.

At diagnosis, Emery had tumors in her adrenal gland, spinal chord and skull. It had also already spread everywhere. Her bones and bone marrow were just covered in disease.

It is still considered a "rare" cancer and that is partly why the funding for it just isn't there. But it definitely doesn't seem as rare as many would think.

Emery fought harder than any two year old should ever have to with more bravery and courage than most adults. Her smile lit up the room and all who knew her were inspired by her ability to handle everything that was thrown at her and still smile.

Emery's Memory Foundation and the 2023 Thunder Ride is in honor of my beautiful little girl who passed away at the age of only three. She fought for exactly one year and about 3 hours and 45 minutes from the day she was diagnosed. **It was not enough time.**

The treatments that were given to her were too harsh and her cancer was just so aggressive that it destroyed her little body. We have to fight for better treatments for our children. We have to fight for more funding for research. We have to spread more awareness. Otherwise, our story will certainly not be the last.

Neuroblastoma is not the only childhood cancer that is severely underfunded. It is sadly just the cancer that I am most passionate about providing more funding and awareness for since it stole my Emery from me.

Emery was a normal child. I never smoked, drank or did any sort of drugs during her pregnancy. She was breastfed until almost a year and a half and she had a good appetite that was not full of sugars. The sickest she had ever been was a cold until her cancer diagnosis. She was so very loved.

There was no reason for her to have cancer.

And because of the lack of funding and research doctors aren't even close to being able to tell me what did. We didn't cause it and Emery certainly didn't cause it.

Don't wait to make a difference.

It can happen to any child at any time. It does not discriminate. It is relentless and smart and heart breaking.

By supporting the 2023 Emery's Memory Foundation Thunder Ride, you are supporting an end to childhood cancer and you are providing children and families battling this rare and deadly disease **hope, support, funds, and a promise for the future.**

Jenna Smith

EXECUTIVE DIRECTOR OF EMERY'S MEMORY FOUNDATION
& EMERY'S LOVING MOTHER



EMERY'S MEMORY
FOUNDATION

EMERY'S MEMORY FOUNDATION

THUNDER



TO END CHILDHOOD CANCER



CROSSING 1 JULY 2023

- Bandon, OR
- Horseshoe Bend, OR
- Christmas Valley, OR
- Murphy, ID
- Fairfield, ID
- Idaho Falls, ID
- Riverton, WY
- Casper, WY
- Harrison, NE
- Hyannis, NE
- Dunning, NE
- Humphrey, NE
- Walnut, NE
- Knoxville, IA
- Muscatine, IA
- Seneca, IL
- Rochester, IN
- Lima, OH
- Mt Hope, OH
- Monongahela, PA
- McConnellsburg, PA
- Elkton, MD
- Lewes Beach, DE

CROSSING 2 AUG 2023

- Lewes Beach, DE
- Arlington, VA
- Fulks Run, VA
- Dyer, WV
- Hurricane, WV
- Sharpsburg, KY
- New Salisbury, IN
- Mt Erie, IL
- Des Peres, MO
- Brazito, MO
- Louisburg, KS
- Lost Springs, KS
- Pawnee Rock, KS
- Deerfield, KS
- La Junta, CO
- Fort Garland, CO
- Pagosa Springs, CO
- Tonalea, AZ
- Grand Canyon, AZ
- Peach Springs, AZ
- Needles, CA
- Joshua Tree NP
- Julian, CA
- San Diego, CA

CROSSING 3 SEPT 2023

- San Diego, CA
- Westmorland, CA
- Quartzite, AZ
- Phoenix, AZ
- Payson, AZ
- Springerville, AZ
- Magdalena, NM
- Encino, NM
- Clovis, NM
- Silverton, TX
- Altus, OK
- Pauls Valley, OK
- Quinton, OK
- Ola, AR
- Augusta, AR
- Grand Junction, TN
- Leoma, TN
- Kimball, TN
- Murphy, NC
- Landrum, SC
- Charlotte, NC
- Dillon, SC
- N. Myrtle Beach, SC

**CROSSING,
WEEKLY &
DAILY
SPONSORSHIPS
AVAILABLE NOW.**

SEE PAGES 6 & 7

EmerysThunderRide.com



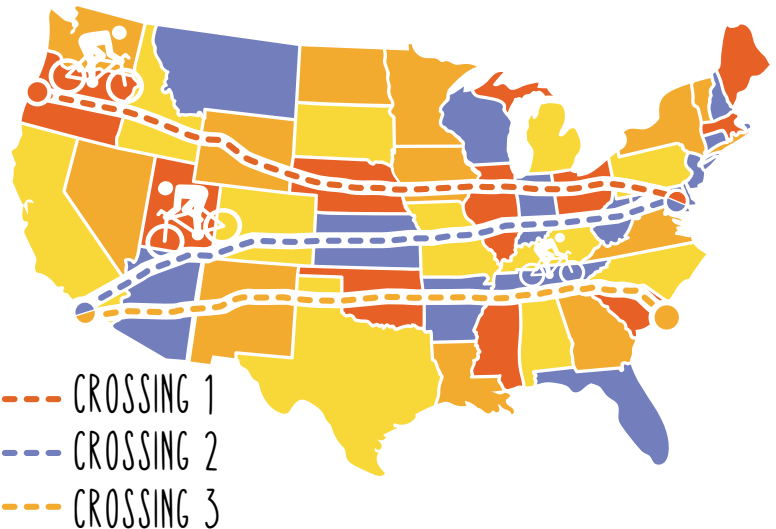
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FOR QUESTIONS OR MORE INFORMATION:

JENNA SMITH, EXECUTIVE DIRECTOR

816-352-1135

JennaSmithEMF@gmail.com



- CROSSING 1
- CROSSING 2
- CROSSING 3

THUNDER



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THE RIDER

MEET PETER HALPER

(Emery's Great Uncle)

After running coast-to-coast in 2020 to raise awareness and funds for childhood cancer through Emery's Memory Foundation and Beat Childhood Cancer, Peter Halper is again dedicating 3 months to do something even more extraordinary: Ride nearly 9,000 miles in three consecutive trans-continental crossings.

IN HIS OWN WORDS, HERE IS WHAT DRIVES HIM:

I am convinced that the bravest thing a person can do in life is to choose to continue to love in the face of unimaginable heart-break, suffering, and hardship. I have met many families; parents, grandparents, siblings, aunts and uncles, and of course the child with cancer; all whom make this exact choice multiple times every day after they were told "your child has cancer." I have been deeply moved by their lives and want to help them.

The first time I was really confronted with this type of love was when I went to Emery's funeral. To this day I can not personally answer how a family goes through the loss of a child and yet still chooses to love. I am inspired by Emery's family who, despite a brokenness which is so deep there are hardly words to describe it, they continue to choose to love. They started a foundation, Emery's Memory Foundation, to help families go through what they went through. In 2018 it was initially Jenna, Emery's mom, and Missy (my sister and Emery's grandma) who inspired me to utter the most simple of words "what can I do to help?" And, in 2020 with the help of many people, I ran across the USA, 3,100 miles. More than a marathon a day for 114 days. We named that event "Emery's Thunder Run." From that over \$165,000 was given by amazing people many of whom I met while running. That money was used by both Beat Childhood Cancer Foundation and Emery's Memory Foundation.

It was on that journey of running across America that I met so many more families that face and go through what Jenna goes through. I am moved by so many life stories that are both heart shattering and filled with hope. So much so that in 2023 I will cross the country again, under my own power using a bicycle. The same core team that made Emery's Thunder Run so successful is back together for Emery's Thunder Ride.

I will bike across the USA three consecutive times for a distance of nearly 9,000 miles. The big obvious question I get asked - and one I hope people will continue to ask as I work my way through more than half the states in this country, is **"why are you doing this?"** And here is my answer:

BECAUSE I know a mom named Jenna whose daughter Emery was taken by cancer who needs our help to assist families going through what she's gone through.

BECAUSE I know a mom named Sarah who has a son named Jack, also taken by cancer, and she is leading an organization (Beat Childhood Cancer) that is actively finding and administering safer and effective treatments....today...now...for various childhood cancers and she has asked for our help.

BECAUSE I was welcomed into a local park (while on the Thunder Run) with a warm strong hug from a young boy named Nathan who was bravely living despite cancer in his body (tragically he passed just months later).

I am doing it because what I do gets the attention of people and once I have their attention I get to tell them about the bravest people I know who continue to choose love. **And it is that combination of my small sacrifice and the unimaginable sacrifice of the families that I do this for, that moves many of the people I meet along the way to say the words we all long to hear "I care. What can I do to help?"**

- Peter

THUNDER



TO END CHILDHOOD CANCER

CORPORATE SPONSORSHIP



SPONSORSHIP LEVELS

	SPONSOR A LEG		SPONSOR A WEEK		
	\$50,000 CROSSING HERO (3)	\$25,000 CROSSING CHIEF (3)	\$10,000 WEEK SPONSOR (10)	\$5,000 WEEK HERO (10)	\$2,500 WEEK CHIEF (10)
Placement on official event shirts & rider jersey	Logo During one crossing	Name During Leg	Name During Week		
Placement on event vehicle customized wrap	Premium Logo Sign During Leg	Logo Sign During Leg	Logo Sign During Week	Name Sign During Week	
Recognition on all event marketing materials (pending deadlines)	Logo	Name	Press Release Recognition	Press Release Recognition	Press Release Recognition
Recognition on Start / Finish flags for each day & leg	Logo (Full Event)	Name (Full Event)	Logo (During Week Sponsored)	Logo (During Week Sponsored)	Name (During Week Sponsored)
Recognition on email, social, and video blasts during the ride	Daily recognition during one crossing	Daily recognition during leg.	Recognition 3x during week sponsored	Recognition 2x during week sponsored	Recognition 1x during week sponsored
Recognition on event website	Logo & Link	Logo & Link	Logo & Link	Name & Link	Name & Link

See the next page for daily sponsorships!

100% of the proceeds raised support Emery's Memory Foundation (EMF) and Beat Childhood Cancer. EMF is a 501(c)3 non-profit organization that provides critical support, funds, and research for children and families nationwide battling neuroblastoma, a deadly form of childhood cancer.



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INDIVIDUAL SPONSORSHIP

Every dollar counts! Be a part of the ride with an Individual Sponsorship!



SPONSOR FOR A DAY
\$1,000



LODGING LEGEND
\$500



FOOD & FUEL HERO
\$250

Be the champion for a day! Each day we will honor a child who is battling or sadly lost their battle with neuroblastoma. Be their hero by sponsoring a day of the ride. Recognition on social media, the event website, and on a daily live video where we tell the story of that brave child.

Life on the road isn't easy! We need some lodging legends to step forward and help offset the costs of keeping our rider housed and comfortable along the route each day. Recognition on the event website and route. One Lodging Legend sponsorship is available for each day.

Keep our crew vehicle and our rider fueled up! These expenses take away from providing as much financial support as possible to families and research. Help us offset these costs by sponsoring food and fuel for a day. Recognition on the event website.

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SECURE YOUR SPONSORSHIP!

Please select your sponsorship type, quantity and information below.

SELECT SPONSORSHIP LEVEL:

CORPORATE SPONSORSHIP LEVELS

CROSSING HERO (3)..... \$50,000

CROSSING CHIEF (3) \$25,000

WEEK SPONSOR (10)..... \$10,000

WEEK HERO (10)..... \$5,000

WEEK CHIEF (10) \$2,500

INDIVIDUAL SPONSORSHIP LEVELS

DAY SPONSOR \$1,000

LODGING LEGEND..... \$500

FOOD & FUEL HERO \$250

PAYMENT BY CHECK:

Please complete the form below and submit with check payable to EMERY'S MEMORY FOUNDATION to
EMERY'S MEMORY FOUNDATION
P.O. BOX, 1031
BELTON, MISSOURI 64012

PAYMENT BY CREDIT CARD:

Please use the button or link below to submit a payment via credit card using our secure online payment processor or visit:

EmerysMemoryFoundation.com/ThunderRideSponsor

[SPONSOR BY CREDIT CARD](#)

You will be re-directed to the event website to complete your sponsorship.

PLEASE ADVISE ON HOW YOU WOULD LIKE TO BE ACKNOWLEDGED IN PRINT (If different from Company Name below)

COMPANY NAME

CONTACT PERSON

STREET ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

X

SIGNATURE

TODAY'S DATE

FOR QUESTIONS OR MORE INFORMATION:

JENNA SMITH, EXECUTIVE DIRECTOR

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JennaSmithEMF@gmail.com

YOUR SUPPORT IS SAVING CHILDREN'S LIVES.

THANK YOU!