



PROJECT
KORU



KITEBOARD 4 CANCER 2018

CORPORATE SPONSORSHIP



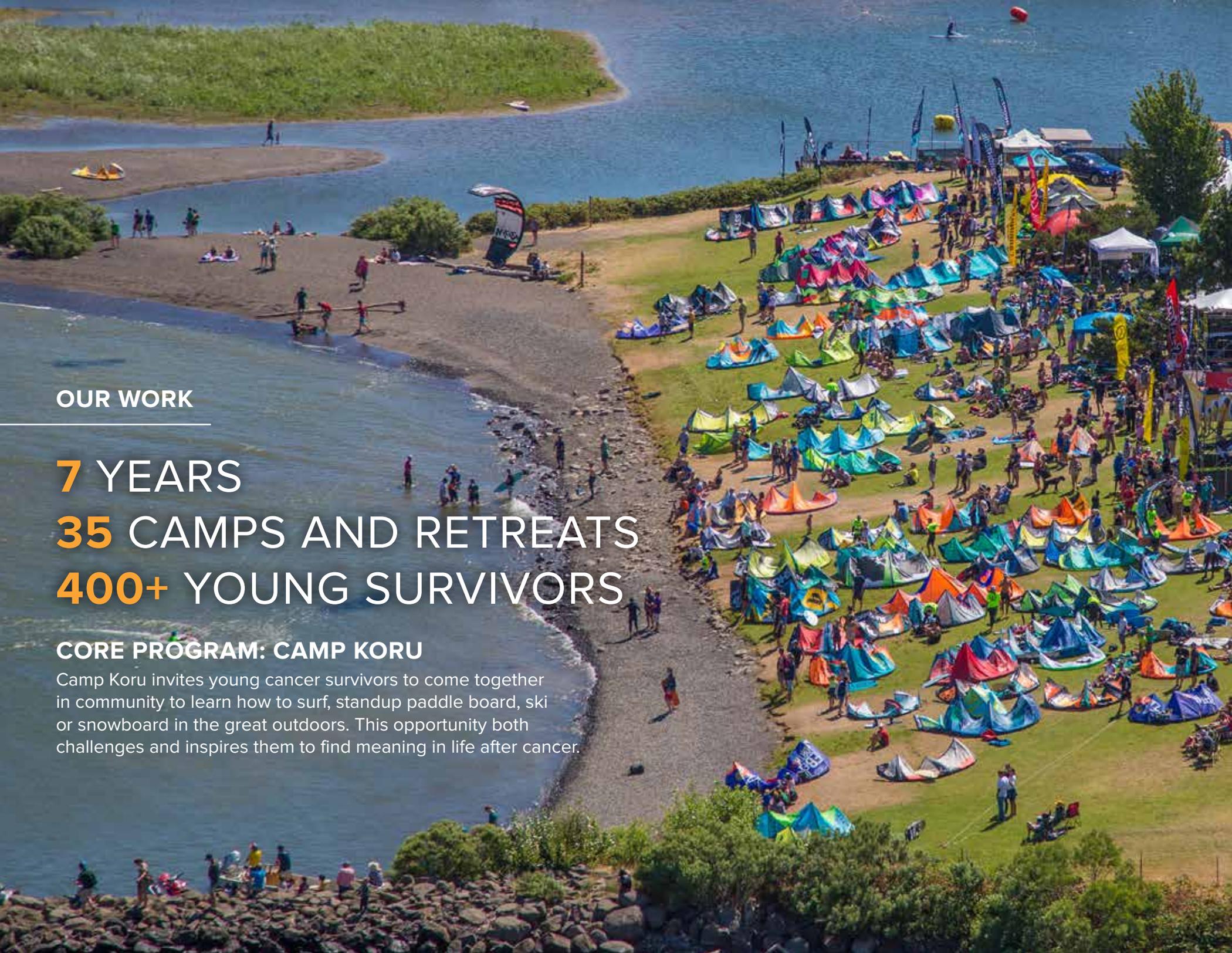


THE ORGANIZATION

Project Koru enriches lives through community and the outdoors as a way to move forward after cancer.

THE EVENT

Kiteboard 4 Cancer (KB4C) is a high-energy Project Koru fundraiser and the largest amateur kiteboarding event in North America. At KB4C, more than 230 professional, semi-professional and amateur kiteboarders race in a 6-hour Kite Derby endurance challenge that requires mental and physical determination, patience and tenacity, embodying the challenges young cancer survivors and fighters face every day.

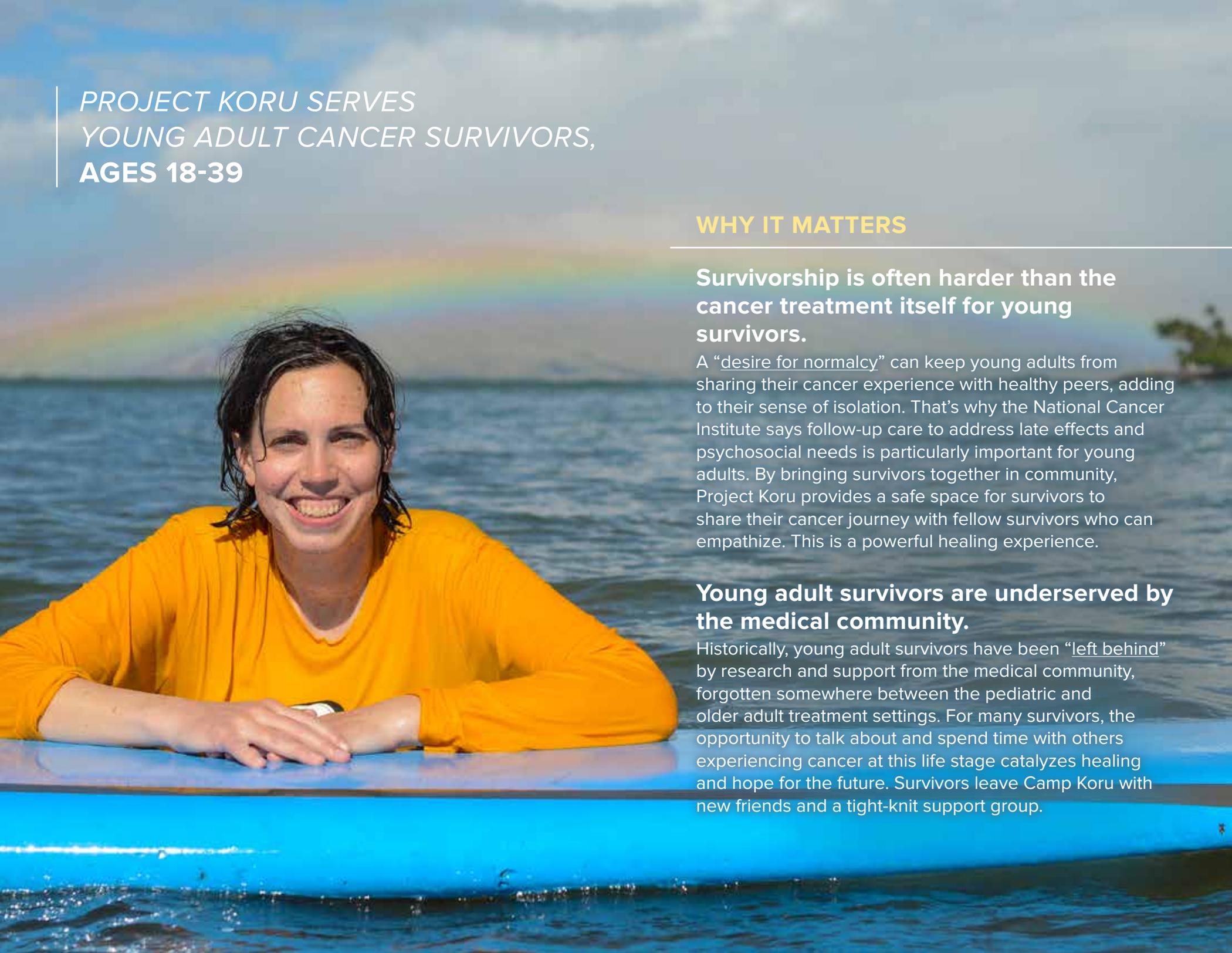


OUR WORK

7 YEARS
35 CAMPS AND RETREATS
400+ YOUNG SURVIVORS

CORE PROGRAM: CAMP KORU

Camp Koru invites young cancer survivors to come together in community to learn how to surf, standup paddle board, ski or snowboard in the great outdoors. This opportunity both challenges and inspires them to find meaning in life after cancer.



*PROJECT KORU SERVES
YOUNG ADULT CANCER SURVIVORS,
AGES 18-39*

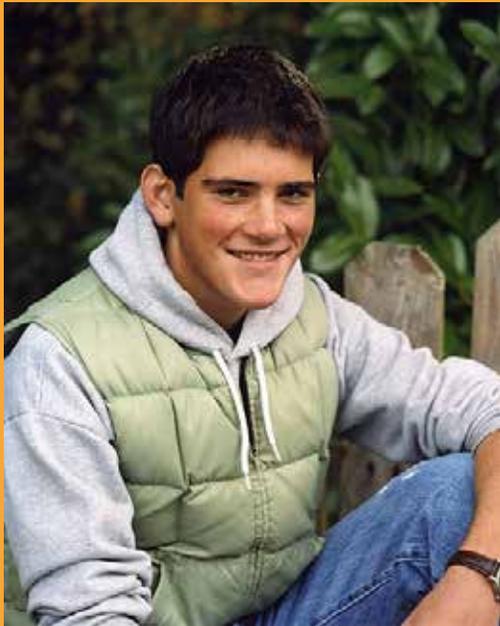
WHY IT MATTERS

Survivorship is often harder than the cancer treatment itself for young survivors.

A “desire for normalcy” can keep young adults from sharing their cancer experience with healthy peers, adding to their sense of isolation. That’s why the National Cancer Institute says follow-up care to address late effects and psychosocial needs is particularly important for young adults. By bringing survivors together in community, Project Koru provides a safe space for survivors to share their cancer journey with fellow survivors who can empathize. This is a powerful healing experience.

Young adult survivors are underserved by the medical community.

Historically, young adult survivors have been “left behind” by research and support from the medical community, forgotten somewhere between the pediatric and older adult treatment settings. For many survivors, the opportunity to talk about and spend time with others experiencing cancer at this life stage catalyzes healing and hope for the future. Survivors leave Camp Koru with new friends and a tight-knit support group.



BORN OF PASSION

Project Koru Co-founder Tonia Farman watched her brother, Scott, battle Leukemia for 13 months before he passed away at just 19 years old in June 2007. Scott braved chemotherapy, radiation and clinical study tests that no human being should ever have to endure.

Meanwhile, friend and pediatric surgeon Garret Zallen experienced cancer on a daily basis at Doernbecher Children's Hospital in Portland, Oregon.

Recognizing that cancer is a common thread that unites all of us, Tonia and Garret set out to convert their feelings of helplessness into passion and energy using a sport they loved – kiteboarding.

Kiteboard 4 Cancer was born in August 2007 to raise funds for partnering cancer charities, and Project Koru, the nonprofit, evolved from it in 2011.

Today, KB4C has grown into a major festival, including live music, local food and brews and family activities. Kiteboarders come from all over the world each year for this feel-good event of the summer.



KB4C HOOD RIVER | JULY 13-25

July 2018 marks our 12th annual KB4C Hood River.

We'll share stories from survivors who have attended our flagship program, Camp Koru, our workshop-based skill-building program, This is Life, and our Koru Alumni program to help alumni pay it forward to their communities.



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OF THE OUTDOORS

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KITEBOARD 4 CANCER SPONSORS



+ **patagonia**[®]

Patagonia is a sponsor of Kiteboard 4 Cancer because it's a mission-driven event that aligns with their values of harnessing outdoor experiences as a source of empowerment. Kiteboard 4 Cancer supports Project Koru, and Project Koru enriches lives through community and the outdoors as a way to move forward after cancer. It's a natural fit and shared win for both organizations.

IN THE MEDIA



The Oregonian



Alaska Airlines
MAGAZINE

OutdoorsNW 
ADVENTURE TRAVEL RECREATION

Outside
MAGAZINE – TELEVISION – ONLINE

SELF

KATU 
On Your Side

MEN'S JOURNAL

kitesurfing
MAGAZINE

THE
KITEBOARDER

HOW YOU CAN SUPPORT KITEBOARD 4 CANCER

EVENT SUPPORT

For an event as big as KB4C, it takes funds to cover the cost of city permits, security, staff time, materials, merchandise and all the little stuff that just adds up. Help us support this event so that all the money raised on-site can go directly to our cause.

SUPPORT LEVELS

ANGEL | \$25,000

TITLE | \$20,000

GOLD | \$10,000

PLATINUM | \$5,000

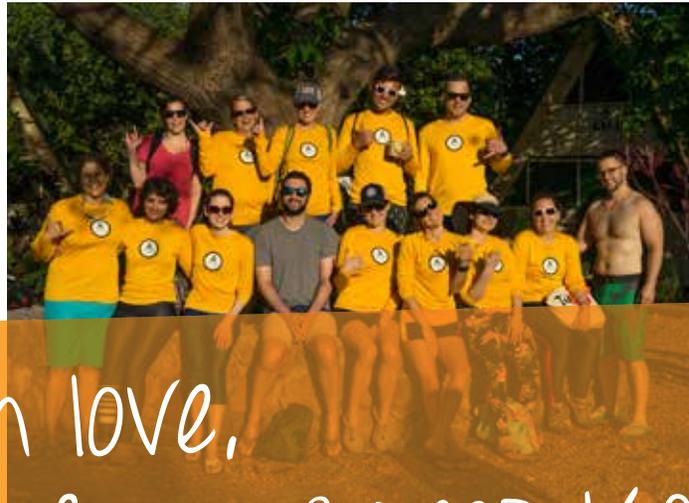
IN-KIND DONATIONS

Donate goods that we can use to incentivize our fundraisers and plug our swag bags.

STRAIGHT TO THE CAUSE

Every \$25,000 hosts a life-changing Camp Koru program for 12-15 young adult cancer survivors, with your company name as the generous sponsor.





With love,
from Camp Koru!



CONTACT KITEBOARD 4 CANCER

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ProjectKoru.org
KB4C.org