

RACE ACROSS AMERICA 2027 ALL THE WAY!

- If you put your mind to it, and you work hard, and you never give up, and do not listen to the rejection you can achieve anything that life throws your way



WHY

In 2018, I was in the best shape of my life, ready to take on one of the toughest ultra-cycling races in the world – *Race Across America*.

But then, out of nowhere, I was hit by something far tougher than any race: breast cancer.

After a year of treatment and five relentless years of rebuilding, I stood on the start line in 2024 – stronger, hungrier, and determined to finish what cancer had once taken away.

3,799 kilometers into the race, my neck broke down. I could no longer hold my head up – and my dream was ripped away once again.

But this is not the end of my story.

In June 2027, I will be back. Not just to race, but to prove that no setback – not even cancer – can stop a relentless spirit.

This journey is bigger than me. It's about resilience, hope, and inspiring others to rise every time life knocks them down.



DITTE FRIIS

I'm a 50-year-old woman, a mother of three grown children, and an endurance athlete at heart.

Since 2014, I have embraced road cycling and triathlon, but my true passion is ultra-cycling – pushing both body and mind far beyond the ordinary.

In 2018, everything changed when I was diagnosed with breast cancer. Surgery, six months of chemotherapy, and 20 rounds of radiation treatment could have ended my journey. But instead, they became the fuel for it.

I am not only an athlete – I am a fighter, a mother, and a woman who refuses to let life's setbacks define her.

I want to prove that it is possible to rise again after cancer, to chase a goal that once seemed unreachable, and to show others that life after illness holds incredible opportunities.

I do this for myself – but also for the thousands of women diagnosed with breast cancer every year. Through my rides, I raise funds for **Støt Brysterne (Support the Breast Cancer Foundation)**, turning my personal challenge into a message of hope and strength for others.





BE PART OF THE RIDE BE PART OF THE FINISH LINE

In 2018, breast cancer stopped me
In 2023, exhaustion forced me out after 3,799 km
In 2027, I will finish what I started

With your support, we can create a powerful story of resilience that inspires thousands and gives your brand global visibility across media, sports communities, and beyond.

As a sponsor, you won't just support an athlete – you'll become part of a powerful story of courage, determination, and triumph against all odds.

Together, we will cross that finish line.

MAKE EVERY MILE MATTER

Race Across America is about so much more than a race number. Behind me stands a dedicated crew who work tirelessly day and night, so I can stay focused on one thing – pushing the pedals all the way across the United States.

But this journey is also a costly one. That's why I'm reaching out to ask for your support.

With your sponsorship, you'll help cover such as:

- **Vehicles & RVs** – to follow and support the race 24/7
- **Fuel & transport support** – to cover thousands of miles across the U.S.

Your support means more than just making this race possible. Along the way, I'll be raising funds for **Støt Brysterne (Support the Breast Cancer Foundation)** – turning every kilometer into hope for others fighting breast cancer.

And here's my promise: any surplus from sponsorships will go directly to Støt Brysterne.

By joining this mission, you'll not only help me chase a lifelong dream – you'll also stand beside countless others in the fight against breast cancer.

Together, we can make every mile matter.



SPONSORSHIP OPPORTUNITIES

BE PART OF AN EXTRAORDINARY JOURNEY – AND LET YOUR BRAND RIDE WITH ME EVERY KILOMETER OF THE WAY

Every sponsor, no matter the level, becomes part of a powerful story about resilience, determination, and hope – a story that will inspire and reach people far beyond the race itself.

Gold Sponsor – DKK 25,000

As a Gold Sponsor, your brand will shine at the very front of this adventure.

Benefits include

- Prominent **large logo** on cycling apparel
- **Large logo** on the support vehicle
- Dedicated feature post on my Facebook and LinkedIn
- **Exclusive invitation** to a motivational talk before the race
- **Exclusive invitation** to a follow-up talk after the race

Silver Sponsor – DKK 8,000–15,000

As a Silver Sponsor, your brand will travel with me across the U.S. and share in the story.

Benefits include

- **Medium-sized logo** on cycling apparel
- Dedicated feature post on my Facebook and LinkedIn
- **Invitation** to a motivational talk after the race

Bronze Sponsor – DKK 5,000–7,500

As a Bronze Sponsor, your brand becomes part of this journey and message of resilience.

Benefits include

- **Small logo** on cycling apparel
- Dedicated feature post on my Facebook page

My LinkedIn and Facebook posts reach up to 70,000 people, providing strong visibility and valuable exposure for the messages I share.

Deadline for sponsorships (to be featured on apparel): December 31, 2026

SPONSORSHIP OPPORTUNITIES – PART 2

BE PART OF AN EXTRAORDINARY JOURNEY – AND LET YOUR BRAND RIDE WITH ME EVERY KILOMETER OF THE WAY

Every sponsor, no matter the level, becomes part of a powerful story about resilience, determination, and hope – a story that will inspire and reach people far beyond the race itself.

Race Across America is one of the toughest endurance events in the world – 5,000 kilometers across the United States, supported by a crew of nine people who make it possible for me to stay on the bike day and night.

To make this journey a reality, we need more than financial backing.

We need partners who can provide the essential resources that keep us moving forward:

- **Food, drinks & nutrition** – to keep both rider and crew energized
- **Equipment & gear** – for safety, comfort, and performance on the road

By supporting us with in-kind contributions, your company becomes part of a powerful story of resilience and determination – a story that will reach audiences in sports communities, media, and beyond.

Let's talk about how we can help each other.

My LinkedIn and Facebook posts reach up to 70,000 people, providing strong visibility and valuable exposure for the messages I share.

WHAT IS RACE ACROSS AMERICA?

Race Across America (RAAM) is widely recognized as the world's toughest and most prestigious ultra-cycling event. Since 1982, it has challenged athletes from all over the globe to push the very limits of human endurance.

Unlike stage races such as the Tour de France, RAAM is a **non-stop, coast-to-coast race**. Riders must cover approximately **5,000 kilometers** (3,100 miles) from the Pacific Ocean in California to the Atlantic Ocean in New Jersey – crossing **15 states, three mountain ranges, endless deserts, and wide-open plains**.

What makes RAAM extraordinary is not only the distance, but also the intensity. Riders cycle up to **20+ hours per day**, supported by a dedicated crew who handle navigation, nutrition, logistics, and safety.

The race has a strict time limit of just **12 days**, meaning athletes must balance speed, sleep deprivation, and extreme conditions to finish.

RAAM is more than a race – it is a true test of physical strength, mental resilience, and teamwork. It attracts global media coverage, elite athletes, and adventurers who want to inspire others through one of the greatest endurance challenges on Earth.

By supporting **UP and Beyond**, you are not only helping make this incredible journey possible – you are aligning your brand with a story of courage, determination, and the fight against breast cancer.



THANK YOU

Crossing America on a bike is not just a dream

It is the ultimate expression of resilience, determination, and the belief that nothing – not even cancer – can stop a relentless spirit

CV

Team Rynkeby	Copenhagen - Paris with about 1350 km in 7 days	2014-2018
Århus – København	380 km	2015+2021
Vätteren rundt	300 km	2015+2016
La Marmotte	174 km/5000hm	2017
70.3 Rügen	Half Ironman	2018
70.3 Helsingør	Half Ironman	2017+2019+2021
140.1 Copenhagen	Ironman	2017+2019+2021
Team Red Barnet	Around Denmark 1100 km in 7 days	2021
Race Around Denmark	400 km solo supported	2021
Race Around Denmark	1600 km solo supported	2022
Race Around Denmark	1600 km solo supported	2023
Rad am Ring	24 hours rave at Nürbergring	2023
Dirty Jutland XL	460 km Gravel	2024 + 2025
Race Across America	3799 km (DNF) 9 days 23 hours 35 min	2024

