

# RIDE UNITED

Ride United is a family friendly event featuring bicycle ride routes for every rider and a celebration open to riders and spectators alike at FAIRVIEW PARK in Decatur, IL on Sunday, May 23, 2010.

## EVENT SPONSORS.

### \$2,000

#### EVENT SPONSOR BENEFITS:

- logo placed on all communications promoting event: brochure, map, fliers, e-blasts, etc.
- logo placed on back of all event shirts
- logo placed on all event jerseys
- logo placed on event website
- name mentioned on all media surrounding the event
- booth at "expo"
- banner at start/finish line
- up to 4 entries on any route as brand ambassadors

## ROUTE SPONSORS.

### 10 mile - \$300

**INCOME:** Programs that support the basics of life for families at or below poverty level.

### 40 mile - \$300

**EDUCATION:** Programs that help increase the graduation rate for at-risk youth.

### 60 mile - \$500

**HEALTH:** Programs that support healthy lifestyles and reduce unnecessary ER visits.

#### ROUTE SPONSOR BENEFITS:

- name placed on map and on all communications referencing routes (website, brochure)
- logo prominently placed on at least 2 marker signs along route (Health sponsors get 4)
- 1 banner placed at start/finish line (Health Sponsors only)
- 2 entries on your route as brand ambassadors

## OTHER SPONSORSHIPS

Food/Beverage/Product Sponsors - donate at least \$1000 of in-kind in exchange for custom benefits

Expo Booth - \$100 (includes table and chair)

Give-a-way - donate a prize valued over \$100 help the cause and cultivate new business

### MARKETING SNAPSHOT

How will sponsorship of this event be of value to your business?

- expected attendance of 300+ mass marketing to DeWitt, Macon & Moultrie Counties as well as to bike markets in surrounding cities
- experienced bikers, active families and donors
- ads on WSOY, Y103 and 95Q, Hot 105.5, H&R and WAND
- e-campaign to 1,500+ donors
- unique event expected to catch a buzz around the area
- fliers/table tents in front of captive audiences
- position your business as supporting Education, Income or Health

### Event Sponsor \$2000

We would like to be an event sponsor to get maximum exposure in media and the day of the event.

### Route Sponsor \$300 - \$500

We would like to sponsor the 10 Mile/Income Route (move people from crisis to stability by helping them with the basics of life - food, shelter, etc.)

We would like to sponsor the 40 Mile/Education Route (increase graduation rates for at-risk youth)

We would like to sponsor the 60 Mile/Health Route (support healthy lifestyles and reduce unnecessary ER visits)

### Other Sponsor

Expo Booth \$100 (merchandise, health related, bike safety, for more ideas, contact us at 422-8537)

Food/Beverage Sponsorship please list the food you will donate and its value:

\_\_\_\_\_

We would like to donate gifts in-kind for give-a-ways. please list the gifts you will donate and their value:

\_\_\_\_\_

We would like to sponsor a Rider (please fill out separate registration form)

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext: \_\_\_\_\_

Email: \_\_\_\_\_

Contact: \_\_\_\_\_

Total Sponsorship \$ \_\_\_\_\_

**Send this panel, electronic logo and fees:**

United Way of Decatur & Mid-Illinois  
c/o Ride United  
202 E. Eldorado, Ste. B  
Decatur, IL 62523  
cdstengel@uwdecatur.org

**Online registration available at:**

www.429-spin.com  
www.wsoyam.com  
www.y103.com  
www.hot105.5.com  
www.95Q.com

www.wdzthefan.com  
www.herald-review.com  
www.wandtv.com  
www.uwdecatur.org

