

SPONSORSHIP PACKET 2018



PRESENTS

SPOKED

TO RIDE



JUNE 23 @ REMLINGER FARMS

NuHope Street & Spoked to Ride...

The objective of NuHope Street is to help children and families in a variety of ways – focusing locally and globally on providing educational, medical and life-sustaining resources. Support ranges from facilitating the building of a school across the world to helping an organization provide a center for homeless teens/children just down the street. Beneficiaries are chosen based on their ability to utilize our resources to directly impact their cause and mission.

Spoked to Ride is the flagship event for NuHope Street, benefiting children in Africa who need better educational resources to grow and thrive. The ride and event itself has proven to be successful for the past seven years. It's also a lot of fun for participants who have the choice between registering for a more challenging 40-mile bike ride or enjoying the beautiful farmlands and country roads on the family-friendly 12-mile ride. The post-ride party offers participants a complimentary barbecue with dessert, an open beer garden, lawn games, activities for the kids, silent auction prizes, and live music. It's truly a memorable experience for all who attend.

Sponsors will get great exposure before, during and after the event. Before the event, sponsors can expect recognition on our website and via social media posts and shares. During the event, sponsor logos will be noted on event signage. During and after the event, participants will be wearing their prized hooded sweatshirts with sponsor logos splashed on the back. Plus, sponsorship also comes with multiple rider registration passes for the event. It's a great opportunity to get involved, get the word out about your charitable efforts, and let your business shine thru this cause marketing opportunity.



FOCUSING OUR IMPACT

Live Beyond Words

It's hard to imagine a world without the access to public education, but that's the reality for many children in the Democratic Republic of the Congo. In the Congo, there is no public education system and the only access to education is for families that have the luxury of affording private schools that often cost hundreds of dollars a month. It's easy to say that education is a privilege – not a right.

Live Beyond Words, a non-profit organization serving orphans in the Democratic Republic of the Congo, connects first world abundance with third world needs. The organization, funded and run by adoptive parents, is passionate about empowering the people of the Congo and supporting their rich culture. The focus is on long-term, lasting and empowering solutions for the people of the Congo. The vision includes taking care of orphaned children with a true home, a school to educate them, and life skills so they can provide for their families, so Live Beyond Words is asking Americans to act.

Masaka Children's Fund

In Uganda, only 52 percent of children complete primary school. If they make it to high school, only 17 percent of those children graduate. The prospects beyond high school of a vocation or higher education are even smaller.

The Masaka Children's Fund provides educational support, but has also expanded into providing funding for water systems, schools and a medical clinic to benefit impoverished areas in southern Uganda. This expanded support model ensures that educational needs, as well as health and economic needs of the children are being met. It ensures that the local economy receives a short-term stimulus to propel innovation and quality of life.

For the children of Masaka, the barrier to a good education is often a lack of money, especially for orphaned children. At a rate of \$50 per month, a child is covered for room, board and school fees, and in the 11 years of work by the Masaka Children's Fund, recipients of support have gone on to graduate from high school and take up careers as veterinarians, electricians, business majors, ordained clergy, teachers and nurses.



Your sponsorship helps provide educational resources and opportunities for disadvantaged children in Uganda and Congo.

BENEFITS & RECOGNITION

Your sponsorship package includes multiple rider registration passes as well as a hefty marketing boost for your brand online and during the event.

WEB & SOCIAL MEDIA

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- Brand highlighted on NuHope Street Registration Website
- Social Media recognition for your brand
- Your brand included in digital marketing campaigns to increase event awareness

RIDER REGISTRATION PASSES

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Depending on the level of sponsorship you purchase, you'll receive a number of rider registration passes to bring people along to the event. Free event gear will be included for each person.

Want to provide a fun, paid-for activity for your employees? Consider sponsorship for this event and save money on quantity registrations.

Have some friends who ride? Rally them together to create a team sponsorship and save money.

ON-SITE EVENT RECOGNITION

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- Logos on route signage
- Logos on large event banners placed throughout the event
- Logos on event flyers and handouts
- Logos on event shirt/sweatshirt

BRAND EXPOSURE

YOUR LOGO HERE!



BRAND EXPOSURE

YOUR LOGO HERE!



LEVEL UP

BECOME A SPONSOR.

Help us reach our goal, and have a great time while you're at it.



\$5,000

GREAT FOR COMPANIES SHARING WITH EMPLOYEES OR ASSOCIATES

Premier Brand and logo recognition on website, social media (5 direct brand post/shares), and event gear. **20 VIP registration passes** (includes all hand out swag)



\$3,000

Brand and logo recognition on website, social media (3 direct brand post/shares), and event gear. **10 VIP registration passes** (includes all hand out swag)



\$2,000

Brand and logo recognition on website, social media (1 direct brand post/shares), and event gear. **5 VIP registration passes** (includes all hand out swag)



\$500

Brand and logo recognition on website, social media (1 direct brand post/shares), and event gear. **2 VIP registration passes** (includes all hand out swag)

ARE YOU SPOKED?



NuHope Street

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    **@NUHOPESTREET | #SPOKEDTORIDE**