



RIDE-2-ACHIEVE



RIDE-2-ACHIEVE CHALLENGE
Saturday, September 15, 2018



Sponsorship Proposal



RIDE-2-ACHIEVE



Saturday, September 15, 2018
Kick Off at 8:00 A.M.
Location TBD

The Ride 2 Achieve Challenge is a citywide bike tour led by police officers from the Cleveland Division of Police. This is a collaboration among the Cleveland Police Foundation, the Cleveland Division of Police, Cleveland Metropolitan School District - Safe Routes to Schools, WKYC-Channel 3 and Little Giants Gym.

The mission of the Ride 2 Achieve Challenge is to promote safer, healthier communities, by encouraging students in grades K-8 to safely walk or ride their bicycles to school and to build trust between police officers and our youth. As a community of champions, we strive to motivate children in grades K through 8 to increase student achievement in the areas of attendance, academic and citizenship.





Sponsorship Opportunities



PRESENTING SPONSORSHIP INVESTMENT: \$7,500

- Logo and Presenting sponsorship acknowledgement in all print material
- Sponsor's name and logo promoted on T-shirt
- Sponsor's name and logo prominently displayed on CPF website and social media
- Most prominent sponsorship acknowledgement in all press releases and interviews.
- Most prominent sponsorship acknowledgment in pre and post event mailings
- Sponsorship most prominently recognized in the Kick-Off Ceremony of the Ride
- 20 complimentary Ride registrations
- Sponsor may have an information booth/tent at Ride and the opportunity to develop promotional campaigns tied to the event
- Opportunity to provide item for gift bag
- WKYC CHANNEL 3: Presenting sponsor will appear as a guest on WKYC's We The People community affairs show, and receive mentions on WKYC social media accounts.

CHAMPION SPONSORSHIP INVESTMENT: \$5,000

- Logo and sponsorship acknowledgement in all print material
- Sponsorship acknowledgement in all press releases
- Sponsor's name and logo displayed on T-shirt
- Sponsor's name and logo displayed on CPF website and social media
- Sponsor's banner may be displayed at the start of the Ride
- 15 complimentary Ride registrations
- Opportunity to provide item for gift bag
- WKYC CHANNEL 3: Your logo will be shown during Ride2Achieve segment on WKYC's We The People show, and you will be thanked for your involvement. Sponsor name also mentioned on WKYC's social media accounts.

FINISH LINE SPONSOR: \$2,000 (1)

- Title Sponsor of the Finish Line
- Logo and sponsorship acknowledgement in all print material
- Sponsorship acknowledgement in all press releases
- Sponsor's name and logo displayed on CPF website and social media
- Sponsorship most prominently recognized at the Finish Line of the Ride
- 10 complimentary Ride registrations

REST STOP SPONSOR: \$1,000 (2)

- Company name/logo will be displayed on signage at Rest Stop
- Logo and sponsorship acknowledgement in all print material
- Sponsorship acknowledgement in all press releases
- Sponsor's name and logo displayed on CPF website and social media
- 5 complimentary Ride registrations
- WKYC CHANNEL 3: Your involvement will be mentioned on WKYC's We The People show and on WKYC's social media accounts.

ADVOCATE SPONSOR: \$500 (unlimited)

- Logo and sponsorship acknowledgement in all print material
- Sponsorship acknowledgement in all press releases
- Sponsor's name and logo displayed on CPF website and social media
- 2 complimentary Ride registrations
- WKYC CHANNEL 3: Your involvement will be mentioned on WKYC's We The People show and on WKYC's social media accounts.

MILE MARKER SPONSOR: \$250 (20)

- Motivate riders along the route with an inspiring message sign or dedicate a sign recognizing a rider, a friend, or a loved one for all participants to see
- Sponsor's name will be prominently displayed on the sign
- Company name listed on CPF website and social media
- 1 complimentary Ride registrations

SPONSOR A STUDENT: \$100 (20)

- Sponsor a student to train for and participate in the Ride
- Sponsor's name and logo displayed on CPF website and social media



RIDE-2-ACHIEVE



YOU CAN **MAKE A**
DIFFERENCE

Become a **FRIEND** of the Cleveland Police Foundation.



Contact

Angela Thi Bennett, Esq.

abennett@clevelandpolicefoundation.org

216.623.3333 - Telephone

www.clevelandpolicefoundation.org

