



# BORP REVOLUTION RIDE & FESTIVAL

SEPTEMBER 22, 2018 | GEYSERVILLE, CA



For over 40 years BORP's (Bay Area Outreach & Recreation Program) mission has been to promote the health, independence and social integration of children, youth and adults with physical disabilities through sports and recreation programming. We offer a full menu of adaptive sports, fitness and recreation programming, from wheelchair basketball and power soccer, to adaptive fitness, outdoor adventures, adaptive cycling and more, to achieve this mission.



## 2018 SPONSORSHIP OPPORTUNITIES



# THE REVOLUTION RIDE & FESTIVAL

## BORP'S SIGNATURE EVENT

**Sponsorship of the Revolution Ride & Festival is a great way for a company to gain visibility in the disability and adaptive sports community while directly impacting the lives of BORP participants and their families.**

The Revolution is BORP's signature event, attracting hundreds of attendees of all ages and abilities for a day of cycling, celebration, and fun. As BORP's largest annual fundraiser, it provides core funding for BORP's life-changing adaptive sports and recreation programs. Not only will your investment make a profound difference in the lives of hundreds of BORP participants, but it is a great way to engage over 300 attendees and reach over 2,000 donors from across the country who support Revolution riders.

All sponsorship donations are tax deductible.

### DETAILS ABOUT THE REVOLUTION

The Revolution Ride & Festival is held at Clos du Bois Winery in Geyserville, CA. More than 250 cyclists and over 100 volunteers participate each year. Riders choose to bike one of four distances, from a 5k "roll and stroll" to a metric century, through the picturesque Sonoma wine country. Rest stops along each route are stocked with snacks, drinks, and encouragement from volunteers.

People with and without disabilities, young and old, are all welcome to participate. In the morning riders are served drinks and snacks at the breakfast bar. Post-ride snacks, fine wine, music, lawn games and massages provided by trained massage therapists welcome riders upon their return. The day wraps up with a gourmet meal and a short celebratory program with special guests and sponsor recognition.

BORP Participant, Marissa Shaw, pedals with a friend during the 2017 Revolution Ride & Festival. Like many BORP Participants, Marissa uses the REV as a training goal and rides regularly at the BORP Cycling Center throughout the summer to prepare.



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)



# LIFE CHANGING PROGRAMS

## ABOUT BORP

For over 40 years BORP's (Bay Area Outreach & Recreation Program) mission has been to promote the health, independence and social integration of children, youth and adults with physical disabilities through sports and recreation programming, and we offer a full menu of adaptive sports, fitness and recreation opportunities to achieve this mission.

## BORP CHANGES LIVES THROUGH THE POWER OF SPORTS AND RECREATION

From the moment a person pushes onto the court to play ball, rides a hand cycle for the first time, or embarks on a group trip to explore parts of the California coast that previously felt inaccessible, they discover a world of new possibilities.

**At BORP, people with physical disabilities and visual impairments engage in sports and recreation at all levels, from competitive team sports to recreational activities and outings.** Through BORP, athletes and participants gain confidence, independence, and self-esteem. They learn new skills, such as improved wheelchair control, how to navigate transit systems, and how to set goals and work to achieve them — skills that carry over into in all aspects of life.

## PROGRAMS INCLUDE

- Access Northern California
- Adaptive Climbing
- Adaptive Cycling
- Adaptive Rowing **\*NEW\***
- Adventures & Outings
- Wheelchair Basketball
- Goalball
- Exercise, Fitness and Wellness
- Junior Adventures
- Power Soccer
- Sled Hockey
- Veterans Outreach



“BORP’s programs have helped me become a better leader, allowed me to interact with other disabled people socially in the community, helped me to excel at an elite level in sports, and given me a greater love for activity and competition.”  
-Anonymous comment from 2017 BORP Participant Survey



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)



# IMPACT

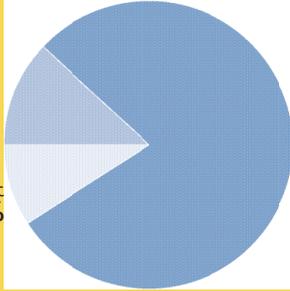
## WHERE DOES THE MONEY GO?

Funds raised from the Revolution go a long way in enabling BORP to continue offering a full and growing menu of adaptive sports and recreation opportunities for people with physical disabilities throughout the greater Bay Area, with 79% of all funds raised going directly to programs, which, in turn, have a major impact on the quality of life for BORP participants

### EXPENSES

Fund Raising **12%**

Management & General **9%**



Program Services **79%**

## MAKING A DIFFERENCE IN THE LIVES OF PARTICIPANTS

**93%** of youth participants report increased confidence and self-esteem

**80%** of participants report increased social connections and supportive relationships

**88%** of youth participants report improved decision-making and goal setting

**84%** of all participants report increased ability to lead an active lifestyle

**79%** of youth participants report increased leadership skills

**76%** of all participants report increased strength, fitness, and mobility



“Our company supports BORP because of its powerful impact on the lives of its participants. BORP really makes a difference for people with disabilities.” -Ken Lewis, Waste Management, Revolution Sponsor



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)





## SPONSORSHIP LEVELS

### → ALL SPONSORS RECEIVE THE FOLLOWING:

- Logo placement on print and digital invitations and announcements
- Exposure to BORP Facebook and Twitter followers
- Exposure on media announcements and coverage
- Verbal recognition at the event
- Linked company logo on BORP website for one year
- Festival tickets and rider participation include a buffet meal And open wine & beer bar

### → PRESENTING SPONSOR- \$15,000

- Exclusive “presenting” placement of company name/logo on all Revolution promotional collateral
- Exclusive speaking opportunity on main stage at the event
- Up to 16 complimentary registrations for guests to ride in the Revolution as a corporate team and/or attend the Festival

### → PLATINUM SPONSOR- \$10,000

- Top-level placement of company logo/name on all Revolution promotional collateral
- Up to 10 complimentary registrations for guests to ride in the Revolution as a corporate team and/or attend the Festival

### → GOLD SPONSOR- \$5,000

- Prominent placement of company logo/name on all Revolution promotional collateral
- Up to 6 complimentary registrations for guests to ride in the Revolution as a corporate team and/or attend the Festival

### → SILVER SPONSOR- \$2,500

- Placement of company name/logo on Revolution promotional collateral
- Up to 4 complimentary registrations for guests to ride in the Revolution as a corporate team and/or attend the Festival

### → REST STOP SPONSOR- \$1,250

- Signage at the rest stop with your company’s name and/or logo
- Opportunity for your staff to interact directly with participants on the ride



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)



# ADDITIONAL OPPORTUNITIES

## “A LA CARTE” SPONSORSHIPS



### Water Bottle Sponsor - \$1,000

Your company's logo printed on water bottles that riders receive as a participant gift



### Lawn Games Sponsor - \$1,000

Your company's logo printed on corn hole game boards available for riders and guests to play with during the Festival and on frisbees that all riders receive as a participant gift



### Photo Booth Sponsor - \$1,000

Your company's logo incorporated into the overlay design on the printed and digital photos taken in the event photo booth.

## IN-KIND SPONSORSHIPS



### Beer and Wine

Provide beer or wine for the Festival



### Snacks

Provide snacks for the rest stops and Festival (i.e. fruit, bars, cookies, sports drinks, etc.)



### Breakfast Bar

Provide coffee and bagels for the pre-ride breakfast bar



### Printing Services

Supply printed materials for the event



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)



# CORPORATE TEAMS

Participating in the Revolution is a great way to develop a fun and exciting atmosphere within your organization while doing something good. By creating a team, you are able to build camaraderie among you and your colleagues as everyone works towards the ultimate goal of supporting athletes with disabilities!

## HOW TO BUILD YOUR TEAM

1. Find an employee who will serve as Team Captain and point of contact for members of the team. The Team Captain will manage your team's fundraising page and work with BORP staff who will share fundraising tips and ideas to build and motivate your team.
2. Every participant registers online for The Revolution at [www.borp.rallybound.com](http://www.borp.rallybound.com). Your company can pay part or all of each team member's registration fee (\$50) which will go toward their fundraising goal.
3. Find out if your company will match all or a portion of funds raised by each participating employee.
4. Host a recruitment/registration party for your team during/after work hours. You can invite a BORP staff member to attend and share more about the benefits of participating in the Revolution!

## HOW YOUR COMPANY CAN SUPPORT YOUR CORPORATE TEAM AND THE REV

- ➔ **Cover your team's registration fees**
- ➔ **Match all or a portion of the funds raised by the team**
- ➔ **Become an official Revolution Sponsor**
- ➔ **Encourage employees who aren't riding to volunteer at the Revolution (Volunteers attend the event for free!)**

"SA Photonics has been involved with BORP for several years. The Revolution is our largest fundraising project each year. We are thrilled to support the great work that BORP is doing in our community. Go BORP!!!" -SA Photonics



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)



# 2018 BORP REVOLUTION SPONSORSHIP AGREEMENT

## SPONSORSHIP LEVEL

- \$15,000 Presenting       \$10,000 Platinum       \$5,000 Gold       \$2,500 Silver  
 \$1,250 Rest Stop (+ apx \$150 in supplies)       \$1,000 Water Bottles       \$1,000 Lawn Games       \$1,000 Photo Booth

## IN-KIND SPONSORSHIPS

- Beer/Wine       Breakfast Bar Items       Snacks       Printing

Details (items and quantity providing): \_\_\_\_\_

## COMPANY/SPONSOR INFORMATION

Company: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## PROMO INFORMATION

**Please indicate website and social media info you'd like BORP to link to in online Revolution promotional materials:**

Website URL: \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

## PAYMENT

- Check enclosed (payable to BORP)       Invoice Us       Credit Card (below)

Visa       MC       Discover       AmEx      Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_ CVC: \_\_\_\_\_ Exp Date: \_\_\_\_/\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Please remit payment to: BORP**

**3075 Adeline St., Suite 200  
Berkeley, CA 94703**



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BORP Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)

