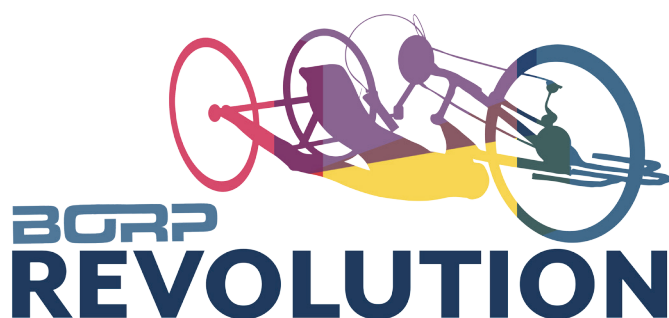




2018 SPONSORSHIP OPPORTUNITIES

ride . party . ride . party .

www.borp.org/revolution



RIDE & FESTIVAL

SEPTEMBER 22, 2018 | GEYSERVILLE, CA

2018 SPONSORSHIP OPPORTUNITIES



BORP'S SIGNATURE EVENT THE REVOLUTION RIDE & FESTIVAL

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 EVENT

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 65 mile challenge, 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 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.



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.

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

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LIFE CHANGING PROGRAMS

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

“BORP, and particularly the wheelchair basketball program under the direction of Coach Trooper Johnson, has dramatically changed my son’s life trajectory.”

Zimra Vigoda, mother of youth player, Amit Vigoda

2018 SPONSORSHIP OPPORTUNITIES



WHERE DOES THE MONEY GO?

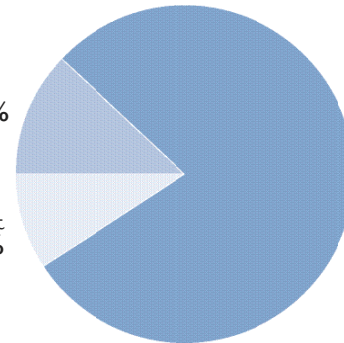
Funds raised from the Revolution go a long way in enabling BORP to continue offering a full and growing menu of adaptive sports and recreation opportunities for people with physical disabilities throughout the greater Bay Area, with 79% of all funds raised going directly to programs, which, in turn,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



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

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

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

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2018 SPONSORSHIP OPPORTUNITIES



ADDITIONAL OPPORTUNITIES

“A LA CARTE” SPONSORSHIPS

Water Bottle Sponsor - \$1,000

- Your company's logo printed on water bottles that all 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
- Your company's logo 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

Print

Supply printed materials for the event

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“Our connection to BORP cycling has been life-altering for both of us! Nicole and I get to have a great time together and we both get wonderful outdoor exercise. THANK YOU BORP!!!”

Anna Tague, mother of BORP participant Nicole Tague

2018 SPONSORSHIP OPPORTUNITIES



CORPORATE TEAMS

Participating in the Revolution is a great way to develop a fun and exciting atmosphere within your organization. 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. Choose a representative that will serve as Team Captain and point of contact for all members of the team. This representative will work closely with members of the BORP staff to share fundraising tips, suggest ideas to build and motivate your team, and serve as a support system for your team.
2. Every participant is required to register online for The Revolution at www.rallybound.org
 - Your company can pay part or all of your team's registration. BORP can issue a promo code for your team. You will be invoiced after the ride for the total amount.OR
 - Each participant pays their own registration fee of \$50 which counts toward their fundraising goal.
3. Host a registration party for your team during/after work hours including a program from a BORP staff member to further educate your company on the benefits of participating in the Revolution!

TIPS FOR SUCCESS

- Have your company cover registration fees for your employees to encourage participation and allow employees to focus on the fundraising aspect of participating.
- See if your company will match all or a portion of funds raised by each participating employee.
- Offer incentives to register and fundraise.
- Have a company raffle, bake sale, or yard sale to raise money for your team.
- Organize team training rides prior to the Revolution.

For more information on Corporate Teams or to get started, contact Betsy Dorsett: (510) 225-7035 or betsy@borp.org

2018 SPONSORSHIP OPPORTUNITIES



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

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2018 BORP Revolution Ride or to discuss customized options,
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