

Ride 4 Robbie

R4R



2017 Annual Ride Sponsor Guide

*September 30, 2017
Flint Hill Vineyards
2133 Flint Hill Road
East Bend, NC*

Ride for Robbie

Support Opportunities - R4R Annual Ride

Robbie Long passed away Wednesday, July 12, 2017 following a motor vehicle accident. Robbie was a well-respected and admired heating and air conditioning technician in Yadkinville, NC. In addition, he was an avid cyclist and, as described by his wife Barbara, a reluctant runner. Robbie was well known for his dedication to excellence and honesty not only in his career but also in his approach to life. His grin was unending and his kindness and giving were unmatched by most. More importantly, to those of us who had the privilege of knowing Robbie, he was a wonderful, uplifting, and joyous person who truly cared about everyone he met. Robbie had numerous charitable interests that included wounded warriors, veterans, police, fire fighters and cycling. To honor Robbie, his wife Barbara, his family and friends have organized a bike ride and walk to celebrate his life and to raise money for the causes and charitable interests Robbie felt so strongly about. More specifically, money raised from this year's Ride 4 Robbie (R4R) event will be donated to the National Cycling Center (NCC) in Winston-Salem to support scholarships and veterans' cycling programs. The NCC (<http://usncc.org/>) is a 501(c)3 non-profit charitable organization, and all donations made in support of Robbie are tax deductible. The inaugural R4R will be held September 30, 2017 at Flint Hill Vineyards in East Bend, NC. The event will have a 60 and a 25 mile bike ride through the beautiful Yadkin Valley. In addition, a 4 mile walk/run will be available for walkers and reluctant runners.



SPONSOR OPPORTUNITIES

R4R offers a variety of sponsor opportunities to help celebrate Robbie's life and support this event. These include: Carbon, Titanium, Aluminum and Chromoly Packages - These packages provide sponsors with broad visibility before, during and after the annual event. The event web site, event brochure, direct mail pieces, ads, event-related social media materials, registration materials, registration table and ride station tables will all highlight our premier sponsors. In addition, the NCC will recognize the support of sponsors in its veterans' programs.

Carbon Level Support: Minimum of \$2,000. There is a single opportunity for Carbon Level Support. If your company or organization chooses this option:

1. Your company or organization is acknowledged and recognized as the Carbon Level Sponsor of the entire event.
2. Your company or organization is acknowledged and recognized as the Carbon Level Sponsor on all event related materials.
3. Your company or organization is acknowledged and recognized as the Carbon Level Sponsor when communicating with registrants for the event.

4. Your company or organization is acknowledged and recognized as the Carbon Level Sponsor on the R4R Website for one year.
5. Your company or organization is acknowledged and recognized as a supporter of veterans' programming at the National Cycling Center.
6. Your company or organization's logo is placed prominently on all event materials.
7. Signage with your company or organization's logo acknowledging it as the Carbon Level Sponsor will be strategically placed at the registration table at the event.
8. Should you wish, your company or organization will be provided premium exhibit space reserved exclusively for Carbon Level Sponsors at the event.
9. Your company or organization will be provided with 6 entries into the ride or walk of your choice

Titanium Level Sponsor: \$1,000. There are three opportunities available for sponsorship at the Titanium level. Your company or organization may choose to support the 60-mile ride, the 25-mile ride or the 4-mile walk/run. If your company chooses this option:

1. Your company or organization is acknowledged and recognized as a Titanium Level Sponsor of the 60 or 25 mile bike ride or the walk/run.
2. Your company or organization is acknowledged and recognized as a Titanium Level Sponsor on all event related materials.
3. Your company or organization is acknowledged and recognized as a Titanium Level Sponsor when addressing registrants for the event.
4. Your company or organization is acknowledged and recognized as a Titanium Level Sponsor on the R4R Website for one year.
5. Your company or organization's logo is placed prominently on all event materials.
6. Signage with your company or organization's logo acknowledging it as a Titanium Level Sponsor will be strategically placed at the registration table at the event.
7. Should you wish, your company or organization will be provided exhibit space reserved exclusively for Titanium Level Sponsors at the event.
8. Your company or organization will be provided with 4 entries into the ride or walk of your choice

Aluminum Level Sponsor: \$500. There are a number of opportunities available for Aluminum Level Sponsorship. If your company or organization chooses this option:

1. Your company or organization is acknowledged and recognized as an Aluminum Level Sponsor of the event.
2. Your company or organization is acknowledged and recognized as an Aluminum Level Sponsor on all event related materials.
3. Your company or organization is acknowledged and recognized as an Aluminum Level Sponsor on the R4R Website for one year.
4. Signage with your company or organization's logo recognizing it as an Aluminum Level Sponsor will be strategically placed at the registration table at the event.
5. Should you wish, your company or organization will be provided exhibit space at the event.
6. Your company or organization will be provided with 2 entries into the ride or walk of your choice

Chromoly Level Sponsor: \$250. If your company or organization chooses this option:

1. Your company or organization is acknowledged and recognized as a Chromoly Level Sponsor of the event.
2. Your company or organization is acknowledged and recognized as an Chromoly Level Sponsor on the R4R Website for one year.
3. Signage with your company or organization's logo recognizing it as a Chromoly Level Sponsor will be strategically placed at the registration table at the event.
4. Your company or organization will be provided with 1 entry into the ride or walk of your choice

For additional information on these or other sponsorship opportunities, please contact Michael Berry at berry@wfu.edu or 336-758-5847.

Sponsor Application
Ride 4 Robbie
September 30, 2017
Flint Hill Vineyards
2133 Flint Hill Road
East Bend, NC

Please indicate the level of sponsorship in which you would be interested.

2017 R4R Sponsorship Opportunities

Please check the level you would like to support:

Carbon Level - \$2,000.

Titanium Level - \$1,000.
62 Mile Bike Ride
25 Mile Bike Ride
4 Mile Walk/Run

Aluminum Level - \$500

Chromoly Level - \$250

Other: Please list amount of donation.

I wish for my gift to be anonymous.

Please identify the event you would like to sponsor.

R4R
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Company, Organization or Individual Name:

Address:

Contact Person:

Phone:

Email:

Signature:

(Sponsor Application continued)
2017 R4R
Flint Hill Vineyards
East Bend, NC
September 30, 2017

Individuals Participating in Event:



Please return this application along with a copy of your company's logo and check payable to:
National Cycling Center.

Thank You for Your Support!

Please send completed application to:

Michael J. Berry
PO Box 7868
Department of Health and Exercise Science
Wake Forest University
Winston-Salem, NC 27109-7868

or to berry@wfu.edu

Once your donation is received, you will be sent a letter from the National Cycling Center acknowledging your gift.