

SPONSOR PACKAGE

How your partnership can make a difference




WHO ARE WE

We are an official 501(c)(3) nonprofit organization whose mission is to End Alzheimer's one mile at a time. Each summer, our team of 12 college students embark on a cross-country bike ride to raise awareness and funds for this life altering disease. We bike through 11 states, and over 3,600 miles, all while organizing fundraising and awareness events at major cities along the route. Since 2010 our mission has remained the same, to end Alzheimer's one mile at a time.

OUR STORY

During the summer of 2010, Bike4Alz founder Tyler Jury cycled his first mile to stand up against Alzheimer's. Inspired by the diagnosis of his grandfather, he became determined to fight Alzheimer's anyway he could. Little did he know he was laying the foundation for a nonprofit organization that would be cycling more than 30,000 miles and raising over \$600,000 for the American Alzheimer's Association.



The summer of 2024 marks trek number 12 for Bike4Alz which will begin in San Francisco, CA and finish in Virginia Beach, VA. The 3,600-mile journey consists of biking, participating in fundraising events, and spreading awareness of how this life-altering disease is impacting millions of lives.

WHY WE RIDE

Alzheimer's disease is currently the 6th leading cause of death in America, killing more Americans than breast cancer and car accidents combined. According to the American Alzheimer's Association, more than 6 million Americans are living with Alzheimer's and this number is expected to grow to 50 million in just 32 years. As the numbers grow so does the cost, and it is now the nation's most expensive disease, costing \$305 billion in 2020. Alzheimer's is also the only leading cause of death in the United States without a way to prevent, cure, or even slow its progression. Given this crisis, research is a top priority. We ride to improve the lives of those suffering from this disease and to invest in research for cures and causes. We ride to End Alz.



WHY SPONSOR US?



Bike4Alz will recognize sponsors through various media outlets and during fundraising events as the team bikes across America. With twelve riders, Bike4Alz will promote your brand on our media coverage opportunities, vehicle(s), and social media posts. Bike4Alz has a diverse following across the country and a growing community 10 years in the

making. Bike4Alz will also be partnering with local radio, TV, and newspapers throughout the ride to share our story and promote potential sponsors. This promotion before the ride, and during the ride will allow significant exposure of your brand/products to a wide range of people that we have the privilege to come in contact with throughout the ride.

HOW CAN YOU SPONSOR?

We need your help to make this ride successful as we work together to raise funds for Ending Alzheimer's. As a nonprofit, our budget relies on fundraising through the generosity of our sponsors and donors. Bike4Alz accepts two types of sponsorships: financial and in-kind contributions. Financial sponsorships are used in donations to Alzheimer's research centers while in-kind sponsorships are used to offset ride costs. Our team greatly appreciates any sort of donation or sponsors because we know that with your help we can make a difference in the battle to find a cure for Alzheimer's.



If you would like to partner with us as a sponsor, below you will find an outline of the different sponsorship levels we currently offer. We appreciate your time and if you have any questions regarding donations or sponsorships, please do not hesitate to reach out at admin@bike4alz.org.

SPONSORSHIP LEVELS

We welcome both cash sponsorships and in-kind donations* for goods and services. Sponsorship levels are detailed below.

BRONZE SPONSOR - \$500

- Company Name & Logo on Bike4Alz Sponsors Page + at bottom of Bike4Alz homepage
- 1 Social media post with name listed as a sponsor

SILVER SPONSOR - \$1,000

All Bronze Sponsor Benefits plus:

- 1 Blog sponsorship during the ride
- 1 “Dedicated Day” Sponsorship

GOLD SPONSOR - \$2,500

All Silver Sponsor Benefits plus:

- 1 Dedicated email with company name listed at the header
- Company listed as a “Gold Sponsor” at all fundraising events and flyers
- Company name mentioned in press releases issued in major cities
- Company logo on trailer for duration of the ride

DIAMOND SPONSOR - \$5,000

All Gold Sponsor Benefits plus:

- 1 Dedicated email with company name listed at the header
- Company listed as a “Diamond Sponsor” at all fundraising events and flyers
- Company logo on trailer for duration of the ride
- Company logo in prominent location on jersey
- Company logo on events banner in prominent location

PRESENTING SPONSOR - \$10,000

For donations above this size, email admin@bike4alz.org for more information.

**While in-kind donations are greatly appreciated, our ultimate goal is to raise money for Alzheimer’s Research.*

2024 SPONSOR COMMITMENT FORM

Company Name _____

Company Representative (Contact)

Title _____

Company Address

Business Phone Number

Alternate Phone Number

E-mail Address

**We would like to sponsor the 501-(c) 3
Nonprofit Organization, Bike4Alz, at the
following level:**

- Bronze Sponsor: \$500
- Silver Sponsor: \$1,000
- Gold Sponsor: \$2,500
- Diamond Sponsor: \$5,000

Other Provisions/Comments: _____

** Sponsorship is designated for the 2024 Bike4Alz project. The ride will begin May 12th and end July 28th. We will start endorsing sponsors in March and will wear apparel when received from the manufacturer. For additional sponsorship information please email admin@bike4alz.org.*

2024 SPONSOR COMMITMENT FORM

Accepted By:
Sponsor (Print Name) _____
(Sign Name) _____ Date _____

Bike4Alz Representative:
Sponsor (Print Name) _____
(Sign Name) _____ Date _____

Exact Amount Donated:
\$ _____

THANK YOU!



BIKE4ALZ