



Sponsorship Opportunities

Presenting Sponsor – SOLD (Outback Steakhouse)

\$10,000 – Headline Sponsor

- Logo on starting and finish line banner
- Honorary spokesperson for event start
- Name/Logo on registration form, event information, event t-shirt and jersey,
- Maximum exposure on landing page of event website with link to your website
- Logo on event signage/posters
- Mention in all media coverage (press releases, articles, etc)
- Free Exhibit space at event starting/finish area
- Entries for 2 team (20 riders)

\$5,000 – Jersey Sponsor– 2 Available

- Primary Logo(s) on Jerseys (for each rider that raises over \$500 or team that raises over \$4000)
- Name/Logo on registration form, event information, and event T-shirt
- Exposure on website with link to your website
- Logo on event signage/posters
- Free Exhibit space at event starting/finish area
- Entries for 1 team (10 riders)

\$5,000 – Route Sponsor (one for each of three routes 10 mi 25 mi and 2 day – 100 mi)

- Logo on starting and finish line banner
- Starting line signage for applicable ride
- Name/Logo on registration form, event information, event t-shirt and jersey
- Exposure on website with link to your website
- Logo on event signage/posters
- Free Exhibit space at event starting/finish area
- Entries for 1 team (10 riders)

\$2,500 – T-shirt Sponsor - Funds T-shirt for all cyclists

- Logo on event T-shirts
- Name/Logo on registration form, event information
- Exposure on website with link to your website
- Logo on event signage/posters/registration forms
- Free Exhibit space at event starting/finish area
- Entries for 6 riders



RIDE ATAXIA Nor Cal Benefits

The Friedreich's Ataxia Research Alliance (FARA)

FARA is a 501 (c) 3 non-profit organization. Donations to FARA are tax deductible. FARA's California registration # is CT-14521



Sponsorship Opportunities

\$2,500 – Print and Signage Sponsor – Provides forms, posters, banners and brochures

- Logo/credit on all printed materials
- Name/Logo on registration form, event information, event t-shirt
- Exposure on website with link to your website
- Logo on event signage/posters/registration forms
- Free Exhibit space at event starting/finish area
- Entries for 6 riders

\$2,500 – Food or Beverage Sponsor(s)

- Name/Logo on registration form, event information, event t-shirt
- Exposure on website with link to your website
- Logo on event signage/posters
- Entries for 6 riders

\$1,000 – Rest Stop Sponsor(s)

- Tables serving water and/or energy water
- Banner/sign with company logo at each station
- Mention as sponsor on website
- Entry for 2 riders

\$1,000 – Family Sponsorship

- Family donation in honor of a cyclist or family member(does not have to be a relative)
- Listed on Ride Website with special note
- Entry for 2 riders

Rider Registration Information

Day 1–10 or 25 mile options

Earlybird Registration – By 3/15

- Adult - \$35
- Child (12 and under) - \$15

Standard Registration – After 3/15

- Adult – \$45
- Child (12 and under) - \$20

Day 1 & 2–100 mile route (includes tent camping)

Earlybird Registration – By 3/15

- Adult - \$65

Standard Registration – After 3/15

- Adult - \$75



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General Information

Ride Ataxia Nor Cal: On May 15 and 16, 2010, participants will cycle 100 miles in 2 days along the scenic Foothills of Northern California from Folsom, CA to Grass Valley, CA and back. The ride will also include 10- and 25-mile routes allowing participants of all abilities. FARA expects over 400 participants ranging from beginners to expert cyclists, families, FA patients, and dedicated supporters.

The goal of Ride Ataxia is to **Educate** the public about Friedreich's ataxia (FA) by drawing attention through acts of physical endurance, **Enable** the advancement of FA research through collaborative financial support and Empower Ataxians by inspiring, motivating and providing opportunities to develop physical and mental strength.

Friedreich's ataxia is a genetic, progressive, life shortening neuromuscular disease.

Details

Bike Jersey: FARA is designing an exclusive event jersey. Certain sponsorship levels as indicated will have their logos incorporated on the Jersey. Individual cyclists that raise over \$500 or teams that raise over \$4000 will receive a complimentary jersey per rider. A limited number of jerseys will be available for purchase for \$75 the day of the event. Sponsorship must be received by **3/10/2010** to be included on the jersey.

Booth Space: Table space will be provided for eligible sponsors to display or sell products or advertise your company at the event.

Event T-shirt: Your name &/or logo will be on the back of the Inaugural Ride Ataxia Nor Cal long sleeve event t-shirt. This is available to sponsors as indicated. Size and location of logo will be dependent upon sponsor level. Sponsorship must be received by **4/19/2010** to be included on the t-shirt.

Event Poster: \$2500 sponsors and up will receive their name/logo on the event poster. Sponsorship needs to be received by **2/1/2010** to be on the poster.

Press Release: Sponsors from \$5000 and up will be mentioned as part of our press release that will be sent to area media locations: print, radio & television. Sponsorship needs to be received by **2/1/2010** to be included in the press release.

Web Site: Eligible sponsors will have their name and logo listed on the event website with a link to your business website.

Registration Form: All sponsor names &/or logos will appear on the Ride Ataxia-Philly registration form. (due in time for print by Date). The form will be available on line and at local area cycle shops.



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YES! I want to become a sponsor of Ride Ataxia Nor Cal
benefiting the Friedreich's Ataxia Research Alliance (FARA)

Please type or print all information exactly as it should appear

Contact Name _____ Title _____
 Company/Organization _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone Number _____ Fax _____
 E-mail _____

SPONSORSHIP OPPORTUNITY

<input type="checkbox"/> \$10,000 Presenting Sponsor <input type="checkbox"/> \$5,000 Jersey Sponsor <input type="checkbox"/> \$5,000 Ride Sponsor <input type="checkbox"/> \$2,500 T-Shirt Sponsor	<input type="checkbox"/> \$2,500 Print and Signage Sponsor <input type="checkbox"/> \$1000 Beverage/water stop <input type="checkbox"/> \$1000 Family Sponsorship
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_____ **We accept all benefits associated with our chosen level of sponsorship.**
(please initial)

PAYMENT INFORMATION

_____ Check (Please make checks payable to FARA)
 Credit Card MasterCard Visa American Express _____
 Credit Card Number _____ Expiration Date ____ / ____
 Amount \$ _____ Authorized Signature _____
 Name as it appears on card _____
 Billing Address _____

FOR INFORMATION PLEASE CALL (484)875-3015

PLEASE COMPLETE AND FAX or Send this file to FARA (484)872-1402
 OR MAIL TO: FARA, 102 Pickering Way, Suite 200, Exton, PA 19341



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