



2016 SPONSORSHIP PACKET



A charity bike ride to support the Marine League Charities
Toys for Tots | Flagstaff Arts and Sports Together | Wounded Marines

2016 FAT TIRE BIKE RIDE GOAL

Raise \$60,000+ for the Marine League Charities while keeping operational expenses to 30% or less.

RIDE MISSION

Provide a challenging, fun, and safe mountain bike event with proceeds to benefit the Marine League Charities of Northern Arizona.

PARTICIPANT DEMOGRAPHICS

The planned participants of this activity are expected to be a mix of USA Cycling and recreational mountain bike riders. According to a local Arizona survey these riders fall into the following categories:

Occupation:	30% professional, 22% student, 14% techni-
Occupation Age:	25-34 39%, 35-44 26%
Income:	24k-34.9k 18%, 35k-54.9k 21%, 55k-74.9k 17%, 75k-100k 11%, 100k+ 8%
Education:	College 50%, Graduate 18%

ABOUT THE RIDE -- AUGUST 6, 2016

This 65-mile mountain bike ride starts at the Nordic Village of Northern Arizona north of Flagstaff, Arizona. The 'butt-pounding' ride traverses rutted Forest Service roads along a historic stage coach route and the remains of the old Moqui Stage Station. The route begins in beautiful stands of aspen and descends through the pines to a flatter, high desert landscape before climbing back up into the cool forest. The ride ends, after a 10-mile gradual climb, just outside of the boundary of the Grand Canyon National Park. The riders camp out Saturday night and are encouraged to participate in the traditional post-ride celebration, fajita dinner and raffle ceremony. A full breakfast and transportation back to base camp are provided Sunday morning.

WHAT IS PROVIDED TO THE RIDERS:

- Pre-marked ride route
- SAG support vehicles on the ride, all carry extra water and can pick up riders
- 3 sag stops, (Breakfast Sag Stop, snacks, sandwiches, water, energy drinks)
- Post-ride snacks and beverages
- Post-ride showers
- Bike washing
- Home cooked fajita dinner Saturday night
- Sunday morning breakfast
- Shuttle for camping gear to the Grand Canyon, and camping gear plus bikes back to base camp
- Transportation from the Grand Canyon back to base camp
- All volunteer labor



CHARITY DESCRIPTION

THE MARINE LEAGUE CHARITIES

An Arizona not-for-profit charitable corporation organized for the purpose of supporting charities including those organized to assist children of Northern Arizona and those charities benefiting members of the U. S. Armed Forces. Marine League Charities, (MLC) Flagstaff, Arizona is an IRS 501.c. (3) tax exempt organization, EID 86-0944607.

In accordance with the mission statement, Marine League Charities (MLC) supports and funds the following three local charities:

FLAGSTAFF COMMUNITY TOYS FOR TOTS ORGANIZATION

This organization collects and distributes toys and gifts to the needy children of Northern Arizona during the holiday season. During 2006 Flagstaff Community Toys for Tots Organization distributed over 50,000 toys and gifts to nearly 15,000 needy children throughout the Northland.

FLAGSTAFF ARTS AND SPORTS TOGETHER (FAAST)

FAAST was created by the local Flagstaff community to replace the National Youth Sports Program (NYSP) which lost its Federal funding during the 2006 congressional budget cuts. The local NYSP operated for fifteen years supporting needy children of the community with a free summer program. The FAAST program will offer kids from 9 to 15 summer activities involving science, mathematics, art, sports and social programs as well as requiring community service.

WOUNDED MARINE PROGRAM

The MLC will provide funding for activities for wounded Marines and for relatives and friends visiting wounded Arizona Marines during their hospitalization and convalescence at the various Naval Hospitals and Wounded Marine Barracks throughout the country. This program will also provide funds for relatives and friends of members of the other U.S. Armed Forces if funding permits.

For more information on the Marine League Charities visit <http://www.marineleaguecharities.org/>



FLAGSTAFF ARTS AND SPORTS TOGETHER

The Marine League Charities provides opportunities to children 9 -15 with summer activities through FAAST.



Santa has his hands full as he meets and greets the children of the Havasupai Tribe in the Grand Canyon.



WOUNDED MARINE PROGRAM

Wounded Marines and their family members receive assistance through the Marine League Charities.

2016 PROJECTED OPERATIONAL BUDGET

ITEM	COST
U.S. Forest Service land use permit	\$560
Porta-Johns	\$2,100
Insurance	\$2,300
Transportation (People)	\$900
Rental Equipment	\$1,000
Marketing	\$4,100
Registration Fees	\$720
Food/beverages	\$6,800
Supplies	\$500
Fuel	\$575
Incidentals	\$20
Total Cost	\$19,575
Registration fees (200 riders at \$150)	\$30,000
Guest Fees	\$2,000
Merchandise Sales	\$2,000
Sponsorships	\$4,000
Donations	\$22,000
Estimated Income	\$60,000



"I JUST WANTED TO THANK YOU FOR SUCH A GREAT WEEKEND! THIS WAS THE MOST WELL ORGANIZED EVENT I HAVE PARTICIPATED IN. YOU ALL DID AN AMAZING JOB AND I KNOW EVERYONE HAD A GREAT TIME. THANK YOU!"





“THERE IS NO OTHER RIDE I LOOK FORWARD TO MORE THAN THE FAT TIRE. TALK ABOUT VALUE FOR THE MONEY. THANK YOU FOR AN AWESOME WEEKEND. THE ONLY BUMMER ABOUT THIS EVENT IS THAT IT ENDED!”



SPONSORSHIP PARTICIPATION

An in-kind donation of goods or services listed in the operational budget will positively affect the organization's ability to reach the 2016 goal. Direct contributions are also encouraged.

Individual riders will be competing through pledge donation volumes to win prizes donated by sponsors. A donation of a service or product creates a positive incentive for riders to produce large pledge volumes and will have a tremendous effect on the 2016 goal.

SPONSORSHIP EXPOSURE OPPORTUNITIES

There are several planned ways to maximize the exposure of our sponsor's name or image.

EMAIL AND FACEBOOK

At two weeks and at one week prior to the ride date, we send email messages to all registered riders to provide important ride information. To encourage donation collection, we list our sponsors and any raffle prizes that have been donated. This also provides an excellent opportunity to promote your businesses services. e.g.: coupons for pre-ride tune ups, discounts at local restaurants. We also maintain a Facebook page with updated information and sponsor links. (Currently at 1,200+ followers)



EVENT WEBSITE

Up-to-date ride information is posted on our website www.flag2gc.com. The registration form and the website provide another opportunity for sponsor exposure.



EVENT START SITE

The event start site will be an informal area where support personnel, participants, friends and families congregate before the ride for registration, and specific announcements. Sponsor banners will be placed in this area if provided prior to event*. Sponsor participation will be mentioned at this time.



SAG STOPS

SAG stop #1 and #2 are the main stops where food and replenishment is provided. Banners are encouraged in these areas.

SATURDAY NIGHT CAMP/RAFFLE

Saturday campsite in a specific geographic area set up in advance of the rider's arrival. Additional fund raising occurs during post-race activities. Banners and prize donations will get maximum exposure at this site. Participants, family, friends, and support personnel are encouraged to attend functions at this site throughout the evening.

T-SHIRT

The 2016 Flagstaff to the Grand Canyon Tee Shirt will have original graphic art depicting the event as well as space for a limited number of contributing sponsors.



Note: To be displayed, all banners must be provided at least 1 week prior to the event.

SPONSORSHIP FORM

We have several levels of sponsorship opportunities, your support helps us and helps us generate rider donations. Choose your level of support:



Platinum (Title)* \$3,000 (+ in-kind support is appreciated for raffle or support items)

***One title sponsorship available, sponsorship opportunities include:**

- Event namesake example: "ACME Fat Tire Ride"
- Primary placement of your banners at all event locations.
- Two complimentary rider registrations
- Title logo placement on materials, website, and event t-shirt
- Plus, benefits listed for Silver Sponsorship

June 1 -Sponsorship commitment received and art due for materials. July 15- Banners & goody bag materials received in Phoenix.

Gold \$2,500 (+ in-kind support is appreciated for raffle or support items)

Sponsorship opportunities include:

- Major logo placement on materials, website, and event t-shirt
- Two complimentary rider registrations
- Placement of your banners at event locations
- Plus, benefits listed for Silver Sponsorship

June 1 -Sponsorship commitment received and art due for materials. July 15- Banners and goody bag materials received in Phoenix.

Silver \$1,000 OR in-kind support (raffle prizes or support items) at retail value greater than \$1,000.

Sponsorship opportunities include:

- Logo placement on event tee-shirt
- Mentions during raffle event
- One complimentary rider registration
- Banner at Saturday event staging / ride end area
- Sponsor mention in rider event emails
- Promotional materials inserted in goody bags

June 1 -Sponsorship commitment received and art due for materials. July 15- Banners and goody bag materials received in Phoenix.

Bronze

\$750 cash OR in-kind support (raffle prizes or support items) at retail value greater than \$750.

- Banner at Saturday event staging / ride end area
- Sponsor mention in rider event emails, event Facebook page
- Mentions during raffle event
- Promotional materials inserted in goody bags

Bronze - Bike Shop Sponsor

\$750 cash OR in-kind support (raffle prizes or support items) at retail value greater than \$750.

- Logo placement on event tee-shirt and website
- Sponsor mention in rider event emails
- Mentions during raffle event
- Mentions on event Facebook page

July 15- Banners and goody bag materials received in Phoenix.

Friends Donate Goods, Gift Cards, Services, etc.

- Items for goody bags and/or raffle giveaway
- Mentions on Facebook page and during raffle event

Sponsor Info

Yes! I would like to be a Platinum Gold Silver Bronze Sponsor Bike Shop Sponsor Friends of F2GC

Company Name: _____

Contact: _____

Phone: _____

Email: _____

Complimentary Rider Name(s) — Platinum & Gold Sponsors only: _____

All contributions to Marine League Charities are tax deductible. Tax Id#: 86-0944607

Please make checks payable to: Marine League Charities

Mail sponsorship form and check/swag items to the attention of:

Janet Kerby

Attn: Marine League Charities / F2GC Ride

4602 E. Carmen St.

Phoenix, AZ 85044

Sponsorship Questions? Contact Janet Kerby 480.705.6577 or email: flag2gcride@gmail.com



Courtesy of Robert James Photography

