



# 2018 SPONSORSHIP PACKET

A Charity Bike Ride to Support the  
Flagstaff Marine League Charities



# 2018 BIKE RIDE GOAL

Raise \$65,000+ for the Marine League Charities while keeping operational expenses to 25% or less.

## RIDE MISSION

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

## ABOUT THE RIDE -- AUGUST 4, 2018

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*



## CHARITY DESCRIPTION

### THE MARINE LEAGUE CHARITIES

Flagstaff 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 local members of the U. S. Armed Forces. In accordance with the mission statement, Marine League Charities (MCL), supports and funds the following five 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 2017 the Flagstaff Community Toys For Tots provided 17,337 toys and books to 10,424 children in Northern Arizona in the Flagstaff area and Coconino County as well as other counties and the Navajo and Hopi reservations.

### FLAGSTAFF YOUTH PROGRAM

The Flagstaff Youth Program is designed to provide financial support to local youth under the age of 18 years. Primary focus is given to those situations where opportunity for development in academics, arts, and sports would otherwise be denied.

### WOUNDED MARINE PROGRAM

The Wounded Marine Program helps wounded and injured Marines by providing financial support, visits from Marine Corp League members, off site day trips to include family outings, dinners, short trips in support of the individual Marines' needs and professional sporting events as tickets and opportunities present themselves.

### CCC SCHOLARSHIP FUND

This is a scholarship program to assist returning Marines with expenses for post-high school education at Coconino Community College.

Marine League Charities, (MCL) Flagstaff, Arizona is an IRS 501.c. (3) tax exempt organization, EID 86-0944607.

For more information on the Marine League Charities visit <http://flagstaffmarineleaguecharities.com/>

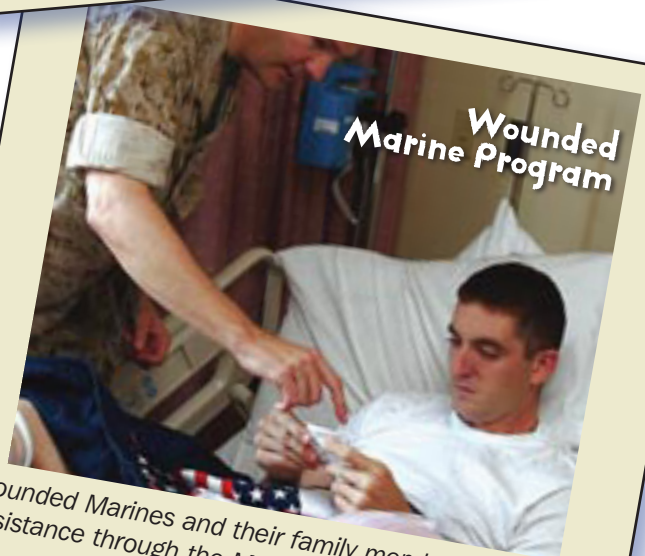


**Flagstaff Youth Program**

*The Marine League Charities provides opportunities to youth under the age of 18.*



*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.*

## WHAT PARTICIPANTS SAY ABOUT THE EVENT



**"I JUST WANTED TO THANK YOU FOR SUCH A GREAT WEEKEND! THIS WAS THE MOST WELL ORGANIZED EVENT I HAVE PARTICIPATED IN. THANK YOU!"**



**"AN EVENT TO LOOK FORWARD TO ALL YEAR! I CAN'T GET OVER HOW WELL RUN THIS EVENT IS. CAN'T WAIT UNTIL NEXT YEAR."**





**“THERE IS NO OTHER RIDE I LOOK FORWARD TO MORE THAN THE FLAG2GC. TALK ABOUT VALUE FOR THE MONEY. THANK YOU FOR AN AWESOME WEEKEND. THE ONLY BUMMER ABOUT THIS EVENT IS THAT IT ENDED!”**



**“GREAT JOB BY THE ENTIRE CREW AND ALL THE VOLUNTEERS!”**

# SPONSORSHIP PARTICIPATION

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

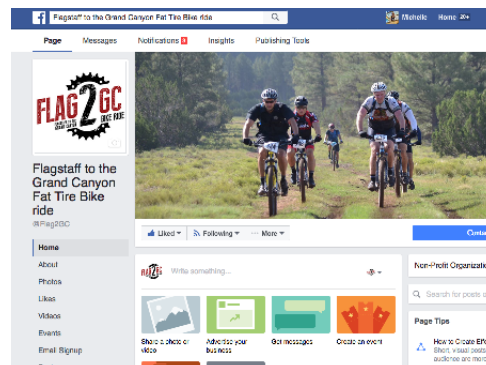
Individual riders will be competing through pledge donation volumes to win prizes donated by sponsors. A donation of a service or product creates a positive incentive for riders to produce large pledge volumes and will have a tremendous effect on the overall goal.

## 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 1,600+ followers)



### EVENT WEBSITE

Up-to-date ride information is posted on our website [www.flag2gc.com](http://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 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 cover the cost of the ride and helps us generate rider donations.



## Platinum (Title)\* \$5,000 (+ in-kind support\* for raffle or support items)

\*One title sponsorship available includes:

- 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

May 15 -Sponsorship commitment received and art due for materials. July 15- Banners & goody bag materials received.

## Gold \$3,000 (+ \*in-kind support\* for raffle or support items)

Includes:

- 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

May 15 -Sponsorship commitment received and art due for materials. July 15 - Banners and goody bag materials received.

## Silver \$1,000 in cash donation to Marine League Charities (MLC) or \$1,500 in combination of cash/in-kind\*

(+ in-kind support\* for raffle or support items)

Includes:

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

May 15 -Sponsorship commitment received and art due for materials. July 15- Banners and goody bag materials received.

## Bike Shop Sponsor \$750 cash donation to MLC or in-kind\* support

(\*in-kind support for raffle or support items at retail value of \$750 or greater)

- Logo placement on event tee-shirt and website
- Sponsor mention in rider event emails
- Mentions during raffle event
- Social media mentions

July 15- Banners and goody bag materials received.

## Friends \$50+ Donate Goods, Gift Cards, Services, etc. (in-kind\* support)

Includes:

- Mentions on social media and during raffle event

## SPONSOR COMMITMENT \*in-kind sponsorship must provide a receipt or invoice of donation.

Yes! I am committed to be a:  Platinum  Gold  Silver  Bike Shop Sponsor  Friends of F2GC

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Complimentary Rider Name(s) — Platinum, Gold and Silver 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 or items to the attention of:

Janet Kerby /MLC  
4602 E. Carmen St.  
Phoenix, AZ 85044

