



Sponsorship Opportunities



Sponsorship Opportunities

Presenting Sponsor –  **OUTBACK**
STEAKHOUSE®

\$5,000 JERSEY SPONSOR – (3 Available)

- Primary Logo(s) on Jerseys (for each rider that raises over \$500)
- Name/Logo on registration form, event information, and event T-shirt
- Exposure on website with link to your website
- Free Booth space at event starting/finish area
- Coupon/advertisement placement in goodie bag
- Entries for 1 team (10 riders)

\$1,500 T-SHIRT SPONSOR - FUNDS T-SHIRT FOR ALL CYCLISTS (4 Available)

- Prominent logo on event T-shirts
- Name/Logo on registration form, event information
- Exposure on website with link to your website
- Free Booth space at event starting/finish area
- Coupon/advertisement placement in goodie bag
- Entries for 6 riders

\$1,000 PRINT SPONSOR – PROVIDES FORMS, POSTERS, BANNERS AND BROCHURES (2 Available)

- Logo/credit on all printed materials
- Name/Logo on registration form, event information, event t-shirt
- Exposure on website with link to your website
- Free Booth space at event starting/finish area
- Coupon/advertisement placement in goodie bag
- Entries for 4 riders

\$500 REST STOP SPONSOR(S)- (Unlimited Number Available)

- Name/Logo on sign at a rest stop station on the route
- Name listed as sponsor on website
- Coupon/advertisement placement in goodie bag
- Entry for 2 riders

\$150 GOODIE BAG SPONSOR

- Coupon/advertisement placement in goodie bag
- Name listed on website



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GENERAL INFORMATION

Ride Ataxia Philadelphia

The Friedreich's Ataxia Research Alliance (FARA) is proud to partner with Outback Steakhouse for a day of personal triumph, physical achievement and family fun. Founded by Kyle Bryant, Ride Ataxia cycling events have raised invaluable awareness for Friedreich's ataxia (FA) and funded \$960,000 in FA research in just 4 short years.

The third annual Ride Ataxia Philadelphia will take place at Limerick Community Park in Limerick, PA and will offer 10, 25, and 50 mile route options along scenic country roads plus a 5 mile route option within the park, inviting all levels of riders.

About Ride Ataxia

Kyle Bryant was diagnosed with FA at age 17 (1998) and in response to his diagnosis he founded Ride Ataxia in 2007 with a 2,500 mile ride from San Diego, CA to Memphis, TN. With Kyle Bryant as the Program Director, Ride Ataxia now operates as a program of the Friedreich's Ataxia Research Alliance (FARA), and in 2010 featured challenging and family friendly rides in Florida, Northern California, Philadelphia and Southern California. FARA is a non-profit organization dedicated to research and a cure for Friedreich's ataxia (FA)- a debilitating, life-shortening, degenerative neuro-muscular disorder.

The mission of Ride Ataxia is to Educate the public about 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.

Rider Registration - Registration includes event T-shirt & post ride meal provided by Outback Steakhouse

Early Bird- (By September 9, 2011)

- \$35 per cyclist
- \$25 per child under 16 (5 mile)
- \$250 per team (10 riders)

Registration - (After September 9, 2011)

- \$40 per cyclist
- \$30 per child under 16 (5 mile)
- \$300 per team (10 riders)

Same Day

- \$45 per cyclist
- \$35 per child under 16 (5 mile)

SORRY: NO SAME DAY TEAM REGISTRATIONS



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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 will receive a complimentary jersey per rider. Sponsorship must be received by **8/9/2011** to be included on the jersey.

Booth Space

Space will be provided for eligible sponsors to set up a table or booth 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 Ride Ataxia Philadelphia 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 **9/9/2011** to be included on the t-shirt.

Press Release

Jersey sponsor and presenting sponsor will be mentioned as part of our press release that will be sent to area media locations: print, radio & television. Additionally the press release will go out in an email blast to the FARA email list. Sponsorship needs to be received by **8/9/2011** to be included in the press release.

Web Site

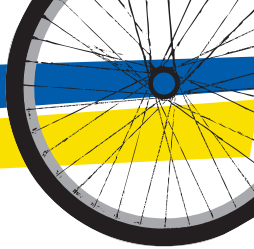
Eligible sponsors will have their name and logo listed on the event website.

Registration Form

Eligible sponsors will appear on the Ride Ataxia NorCal registration form. (due in time for print by **7/1/11**). The form will be available on line and at local area cycle shops.

Goodie Bag

Each participant will receive a goodie bag with their route map, t-shirt, bib number, FARA awareness bracelet and any coupon or advertisement from our sponsors.



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YES! I want to become a sponsor of Ride Ataxia Philadelphia 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

- ___ \$5,000 Jersey Sponsor
- ___ \$1,500 T-Shirt Sponsor
- ___ \$1,000 Print and Signage Sponsor
- ___ \$500 Beverage/water stop
- ___ \$150 Goodie Bag Sponsor

- ___ We accept all benefits associated with our chosen level of sponsorship. (please initial)

PAYMENT INFORMATION

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

FOR INFORMATION PLEASE CALL (484) 879-6160
PLEASE COMPLETE AND FAX or Send this file to FARA (484) 872-1402
OR MAIL TO: FARA, 533 W. Uwchlan Ave, Downingtown, PA 19335



RIDE ATAXIA Philadelphia Benefits The Friedreich's Ataxia Research Alliance (FARA)
FARA is a 501 (c) 3 non-profit organization. PA Bureau of Charitable Orgs #35686