

2024



GAINESVILLE - Florida

CHICAGO - Illinois

PHILADELPHIA - Pennsylvania

DALLAS - Texas

HOMETOWN - multiple locations\*

rideATAXIA is a nation-wide cycling program that welcomes people of all abilities to ride and raise funds for Friedreich's ataxia (FA) research. rideATAXIA has served as a unique destination event for families living with FA

and other movement disorders to join with researchers, pharmaceutical representatives, and area cyclists in "The Ride to Cure FA".

From all corners of the country, people gather to rideATAXIA events for friendship, camaraderie, and the opportunity to engage new communities, moving forward together, towards treatments and a cure.

Each ride features:

- Multiple route lengths to accommodate different levels of ability
- Fully stocked rest stops
- Strong SAG/mechanical support
- Delicious post ride food

\*rideATAXIA HOMETOWN offers teammates the opportunity to ride individually or to host local events for their community as part of the rideATAXIA Program Series. There are several Hometown options to choose from based on your event and cycling experience.

Individual or Friends/Family Ride - Trail Ride Event - Stationary Ride Event

In 2023, rideATAXIA HOMETOWN made a significant impact with events in Northern California, Minnesota, Michigan, and Massachusetts.





## A BRIEF HISTORY OF rideATAXIA



Initiated by Kyle Bryant in 2007, rideATAXIA has raised invaluable awareness for FA and over \$11 million in support of FA research grants.

Bryant's inspiration spurs from his diagnosis at age 17 and the discovery that he could travel long distances under his own power on a recumbent tricycle. Fueled by the passion to do more for himself and the FA community, Bryant and his family completed a 2,500 mile bike ride from San Diego to Memphis to raise awareness and funds for FA research.

That was just the beginning of rideATAXIA. Now functioning as a program of the Friedrich's Ataxia Research Alliance (FARA), rideATAXIA offers challenging and family fun bike rides.

## FRIEDREICH'S ATAXIA RESEARCH ALLIANCE [ FARA ]

rideATAXIA benefits the Friedrich's Ataxia Research Alliance (FARA) - a nonprofit organization dedicated to research leading to treatments and a cure for Friedrich's ataxia (FA). FA is a debilitating, life shortening, degenerative neuro-muscular disorder. FARA's mission is to marshal and focus the resources and relationships needed to cure FA by raising funds for research, promoting public awareness, and aligning scientists, patients, clinicians, government agencies, pharmaceutical companies and other organizations dedicated to curing FA and related diseases.



## NATIONAL and INDIVIDUAL SPONSORSHIP OPPORTUNITIES

**National Sponsorships** - a commitment for all 2024 rideATAXIA events  
... and, all of the 2024 Hometown Rides

**Gold - \$30,000**

**Silver - \$12,500**

**Bronze - \$6,250**

### NATIONAL GOLD ONLY BENEFITS

- 10'x10' display tent, table and chairs at the national events
- Name/Logo on event websites and event email footers
- Prominent logo recognition at Start/Finish area
- Verbal recognition at the event
- Registration at any of the rides in 2024, for up to 50 people
- Primary Logo on the 2024 rideATAXIA bicycle jersey



(2023 shown)

### NATIONAL GOLD, SILVER and BRONZE BENEFITS

- Name/Logo on event websites and event email footers
- Booth space on ride day in the start/finish area
- Registration, at any of the rides in 2024, for up to 50 people (Gold), 25 people (Silver), or 15 people (Bronze), and verbal recognition at each event

## Individual Ride Location Sponsorships

### \$ 6,000 : Gold Level Sponsor

- Booth space on ride day in the start/finish area
- Registration for up to 10 people
- Verbal recognition at the event
- Prominent recognition Name/Logo on event website, event email footers, and event signage

### \$ 2,500 : Silver Level Sponsor

- Booth space on ride day in the start/finish area
- Registration for up to 4 people
- Name/Logo on event websites, event email footers, and event signage

### \$ 1,250 : Bronze Level Sponsor

- Name/Logo on event website, event email footers, and event signage

Customized Sponsorship opportunities available upon request,  
for information : [info@curefa.org](mailto:info@curefa.org)

## EVENT ENHANCEMENT SPONSORSHIPS

THESE SPONSORSHIPS CAN BE ADDED TO ANY OF THE NATIONAL SPONSORSHIP LEVELS  
OR A GOLD SPONSORSHIP AT AN INDIVIDUAL LOCATION

**+ \$ 2,000 : Dessert/Treat Truck Sponsor - 1 per ride location**

- Exclusive sponsorship of a Dessert/Treat Truck at a rideAtaxia location of your choice
- Name/Logo in rideATAXIA email and social media communications promoting the Dessert/Treat Truck
- Name/Logo will appear on Dessert/Treat Truck signage
- Verbal recognition as the Dessert/Treat Truck sponsor

**+ \$ 1,000 : Breakfast & Coffee Sponsor - 1 per ride location**

- Exclusive sponsorship at a rideATAXIA location of your choice
- Name/Logo will appear on Breakfast & Coffee signage
- Verbal recognition as the Breakfast & Coffee sponsor

**+ \$ 500 : Rest Stop Sponsor - 2 or 3 per ride location**

- Exclusive sponsorship at rest stop location(s) of your choice
- Name/Logo will appear on Rest Stop signage



# NATIONAL SPONSOR COMMITMENT

Please include ALL information as it should appear on event websites, event email footers, and event signage

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## ADD-ON EVENT ENHANCEMENT SPONSORSHIPS

- \$ 30,000 - GOLD LEVEL**
- GAINESVILLE - Florida 3/23/24**
  - \$ 2,000 - Dessert/Treat Truck
  - \$ 1,000 - Breakfast & Coffee
  - \$ 500 - Rest Stop : 2 available
- \$ 12,500 - SILVER LEVEL**
- CHICAGO - Illinois 7/21/24**
  - \$ 2,000 - Dessert/Treat Truck
  - \$ 1,000 - Breakfast & Coffee
  - \$ 500 - Rest Stop : 2 available
- \$ 6,250 - BRONZE LEVEL**
- PHILADELPHIA - Pennsylvania 10/6/24**
  - \$ 2,000 - Dessert/Treat Truck
  - \$ 1,000 - Breakfast & Coffee
  - \$ 500 - Rest Stop : 3 available
- DALLAS - Texas TBD**
  - \$ 2,000 - Dessert/Treat Truck
  - \$ 1,000 - Breakfast & Coffee
  - \$ 500 - Rest Stop : 2 available

**FOR ADDITIONAL INFORMATION, PLEASE CALL : 484-879-6160**

E-MAIL COMPLETED FORM - .PDF FORMAT TO : [info@curefa.org](mailto:info@curefa.org)

MAILING ADDRESS : **FARA 533 W.UWCHLAN AVE. DOWNINGTOWN, PA 19335**



rideATAXIA benefits The Friedreich's Ataxia Research Alliance (FARA). FARA is a 501(c)3 Non-Profit organization.

If you are a resident of one of these states, you may obtain financial information directly from the state agency.

FLORIDA - A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, 1-800-435-7352 (800-HELP-FLA) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE. Florida Registration No. CH25873.

PENNSYLVANIA - The official registration and financial information of FARA may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

# INDIVIDUAL LOCATION SPONSOR COMMITMENT

Please include ALL information as it should appear on event websites, event email footers, and event signage

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Add-on Event Enhancement Sponsorships (Must be paired with Gold Level Sponsorship)

### **GAINESVILLE - Florida 3/23/24**

+  \$ 2,000 -Dessert/Treat Truck

+  \$ 1,000 - Breakfast & Coffee

+  \$ 500 - Rest Stop : 2 available

**\$ 6,000 - GOLD LEVEL**

### **CHICAGO - Illinois 7/21/24**

+  \$ 2,000 -Dessert/Treat Truck

+  \$ 1,000 - Breakfast & Coffee

+  \$ 500 - Rest Stop : 2 available

**\$ 2,500 - SILVER LEVEL**

### **PHILADELPHIA - Pennsylvania 10/6/24**

+  \$ 2,000 -Dessert/Treat Truck

+  \$ 1,000 - Breakfast & Coffee

+  \$ 500 - Rest Stop : 3 available

**\$ 1,250 - BRONZE LEVEL**

### **DALLAS - Texas TBD**

+  \$ 2,000 -Dessert/Treat Truck

+  \$ 1,000 - Breakfast & Coffee

+  \$ 500 - Rest Stop : 2 available

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