

SPONSORSHIP PACKET



WORLD WITHOUT ORPHANS BIKE TOUR

Summer - 2018

A ride to raise support for orphan care and promote adoption



From the ride director

DEAR FRIENDS



In 2018, we would like to invite you to partner with us on a special campaign to help shed light on the number of children who do not have a forever family. There are many obstacles that prevent families from fostering, adopting, and getting involved in orphan care right here in the United States. We hope to dispel some of those myths, provide people with resources, and create opportunities for more kids this coming year.

In 2011, Gennadiy Mokhnenko and a group of street children from Mariupol Ukraine started a bike ride to promote this cause. They lack 2,600 miles to complete a journey around the world, and in the summer of 2018, they will ride from LA to Miami Beach. Serving Orphans Worldwide is proud to organize the US portion of this campaign. We are seeking sponsors who are interested in joining us in this effort. Thank you for your consideration.

RIDE TIMELINE

MAY 5TH Kickoff Event in Laguna Beach, CA

Major stops along the route will feature special events such as luncheons, outdoor presentations, concerts, banquets, races, and other activities. These stops include:

Phoenix | Sedona | Flagstaff | Durango | Santa Fe | Amarillo | Wichita Falls
Ft. Worth | Dallas | Tyler | Texarkana | Little Rock | Memphis | Nashville
Chattanooga | Atlanta | Jacksonville | Orlando | Ft. Lauderdale | Miami

JULY 27TH Victory Celebration - Miami Beach, FL

SOWW.ORG/2018-BIKE-RIDE

SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$100,000

- Name and logo displayed on team vehicles including full RV wrap for the duration of the event.
- Sponsor exclusivity for the kickoff event in Los Angeles and the victory celebration in Miami with on stage recognition at the events as well.
- Included in our press packets to national media partners covering this event. We have 3 major media outlets already committed to online publications as well as on air interviews.
- Largest logo on all rider jerseys both on our team of 12 riders as well as the estimated 200 riders that will join us during segments of the trip.
- Recognition on our website, social media platforms, emails, and online media.
- Recognition in all printed materials used for this campaign.
- Video interviews of why sponsor is involved in the cause that we will play at events during our program.
- Large banner displayed at all events throughout duration.
- Complimentary table at luncheons and free entry to other ticketed events during the ride for 10 representatives.

REGIONAL SPONSOR - \$25,000 (SPONSOR EVENTS IN 3 CITIES)

- Static Cling displayed on team vehicles
- Regional Exclusivity at 3 major city events and activities between. (Example: Memphis, Nashville, Chattanooga - TN)
- Included in local/regional press releases and media interviews
- On stage signage at all regional events plus complimentary table or entry for up to 10 representatives.
- Recognition on website, social media, emails, and online media
- Branded goodie bags and materials for riders who join the tour in your sponsored region.

SPONSORSHIP LEVELS (CONTINUED)

CITY SPONSOR - \$10,000

- Static Cling displayed on team vehicles while near that city.
- Local Exclusivity at major city event. (Example: Atlanta, GA Concert)
- Included in local press releases and media interviews
- On stage signage at city event plus complimentary table or entry for up to 10 representatives.
- Recognition on website, social media, emails, and online media
- Branded goodie bags and materials for riders who join the tour in your sponsored city.

VISIONARY SPONSOR - \$5,000

- Complimentary table or tickets for up to 10 guests at 2 major city events of your choice.
- Recognition in printed materials for this campaign.
- Recognition on website, social media, emails, and online media

IN-KIND SPONSOR -

- We are seeking in-kind partnerships to help with everything from bike gear, RV/camping equipment, grocery & fuel gift cards, printing, media/advertising, and other supplies.
- Recognition available in print, online, and at events depending on the value of in-kind gifts received and segment of the ride we are utilizing these items on.

To become a sponsor or inquire about our plans for an event in your area(s), contact Reece@soworldwide.org | 903-283-8686

To learn more about Gennadiy's Story

visit: <https://soworldwide.org/2014/05/14/film-a-story-of-rescue/>