

**20
24**

RIDE 2 END SUICIDE SPONSORSHIP PACKAGES

9TH ANNUAL
**SATURDAY
MAY 18 2024**



248.451.3733

Washington Twp, MI



RIDE 2 END SUICIDE

ABOUT RIDE 2 END SUICIDE



WHO WE ARE

- Ride 2 End Suicide is an annual bicycle ride fundraising event benefitting Common Ground's life saving suicide prevention efforts.
- Started by the Jozefiak family who lost their daughter, Marie, the ride is devoted to keeping her memory alive and honoring those lost to suicide.
- Survivors, families, friends, supporters, and biking enthusiasts come together to move for something that matters, celebrating, honoring, and remembering those who have been touched by suicide.

EVENT TIMELINE

Saturday 18 May, 2024

08:00am-12:00pm

Washington Twp



ABOUT RIDE 2 END SUICIDE

OUR MISSION

- to fund Common Ground
- to connect those suffering with available resources
- to bring awareness and prevention programs to students & community members
- to honor a loved one lost to suicide
- to give hope to others, and help them find their smiles

BY THE NUMBERS

9 years since founding in 2016

170+ participants

12+ Corporate Partners

\$240,000+ Raised

**OUR 2024
FUNDRAISING GOAL
\$75,000**



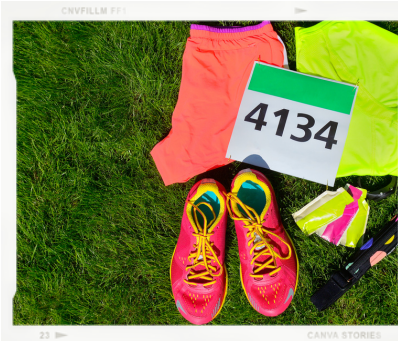
SPONSOR WITH IMPACT

UNIQUE CUSTOMIZED ACTIVATIONS



REMEMBRANCE

Honoring all riders who are participating in honor or memory



REASONS TO RIDE

Help participants show their reason they ride



ENDURANCE

Honoring riders struggling with mental health and thoughts of suicide

INTERACTIVE ENGAGEMENT



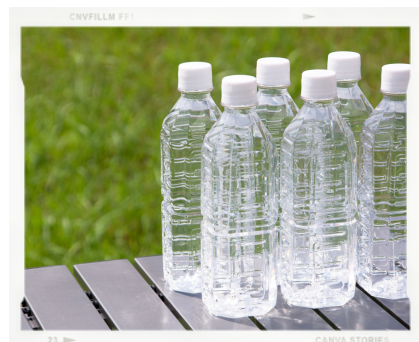
TEAMS & HOPE

Recognizing fundraising heroes and capturing team memories



FINISH LINE

Cheering our riders and welcoming them home



HYDRATION STATION

Quenching riders' thirst along the ride route

MARKETING DO GOOD & DO WELL

BE RECOGNIZED AS A LEADER IN COMMUNITIES WHERE YOU LIVE, WORK, AND DO BUSINESS

Company logo included in logo lockup for all collateral materials including (but not limited to):

- Event Posters
- Fliers
- Participant and Captain Kits
- Website
- Emails
- T-shirts

Recognition in event communications and advertising (as available)

Recognition from podium during pre-event, ceremony, and post-event activities

Social Media Recognition

Recognition in Common Ground Annual Report

Inclusion in all event related activities and opportunity for sponsor table on event day

Opportunity to include promotional item in participant registration packets

Ability to drive periods of corporate promotions, contests, and special offers that benefit Common Ground

SPONSORSHIP

Presenting Sponsor

- Sponsor logo will be co-branded in all event collateral and advertising/media as event “presented by COMPANY NAME.”
- Sponsor prominently recognized on signage through event, including at podium, in registration area, and throughout event.
- Recognition from podium during program and pre and post event activities, as well as announcements throughout event day.
- Opportunity to drive company-wide promotions, events, or activities in partnership with assigned Common Ground staff (i.e. employee lunch and learn, fundraising executive challenge, etc)
- Opportunity to include item in participant kits.
- Opportunity to staff sponsor table at event to distribute branded materials/items

\$10,000

Remembrance Sponsor

- Sponsor logo will be co-branded in and around remembrance area.
- Sponsor prominently recognized on memory boards placed inside area for photo displays and messages of hope.
- Co-branded display sign in remembrance area for messages of hope.
- Co-branded signage of remembrance along route
- Opportunity to include item in participant kits.
- Opportunity to staff sponsor table at event to distribute branded materials/items

\$7,500

Ride Bib Sponsor

- We Ride to End Suicide – and we need to keep hope alive. There are so many reasons to hope – so let’s celebrate hope together!
- Ride participants will decorate and proudly wear co-branded ride bibs that represent the reasons they have hope – and this sponsorship allows your company to have a highly interactive and creative employee engagement opportunity.
- Opportunity to staff sponsor table at event to distribute branded materials/items along with ride bibs

\$7,500

SPONSORSHIP

Endurance Sponsor

- Sponsor prominently recognized at rider check-in area, during ceremony, and at starting line.
- Co-branding opportunity on medic/repair services during ride and route signage
- Opportunity to distribute special item to riders emphasizing endurance.
- Opportunity to staff sponsor table at event to distribute branded materials/items

\$5,000

Team Photo Sponsor

- Co-branded photo backdrop to take team/individual rider photos
- Opportunity for employees and volunteers to interact with all participants and event attendees
- Opportunity to staff sponsor table at event to distribute branded materials/items

\$5,000

Hope Heroes Sponsor

- Hope Heroes are incredible fundraising achievers! (participants raising \$1k+)
- As the Hope Heroes sponsor, company logo would be featured on Hope Heroes long sleeved tech shirts, as well as at area distributing shirts
- Company has opportunity to provide and distribute co-branded item for Hope Heroes (i.e. bandanas, bike socks, headlamp, etc)

\$3,500

Selfie Station Sponsor

- Co-branded "selfie" frame and/or and logo signage at station with photo props
- Opportunity for employees and volunteers to interact with all participants and event attendees
- Opportunity to staff sponsor table at event to distribute branded materials/items

\$3,500

SPONSORSHIP



Hydration Station

- Company provides and distributes water and/or sports drinks with company logo in ride site or on route. Also has opportunity to distribute food and drink post-ride.
- Volunteers can wear company t-shirts to promote your community support!
- Logo recognition on participant t-shirt

\$2,500

Finish Line

- Employee volunteer engagement opportunity to wear company shirts and cheer on riders as they arrive back
- Optional opportunity to provide and distribute recovery fuel at end of route
- Logo recognition on participant t-shirt

\$2,500

Route Sponsor

- Company logo on signage along route
- Opportunity for unique display at milestones and crossings on route (i.e. cowbells, light display, bubbles, etc)
- Employee volunteer engagement opportunity to wear company shirts and cheer on riders
- Name recognition on participant t-shirt

\$1,500

Custom Sponsorship

- Create a customized sponsorship package with your Common Ground staff partner

\$1,500 and up

COMMITTMENT FORM

☐ \$10,000 Presenting Sponsor ☐ \$3,500 Hope Heroes Sponsor
☐ \$7,500 Remembrance Sponsor ☐ \$3,500 Selfie Station Sponsor
☐ \$7,500 Ride Bib Sponsor ☐ \$2,500 Hydration Station
☐ \$5,000 Endurance Sponsor ☐ \$2,500 Finish Line
☐ \$5,000 Team Photo Sponsor ☐ \$1,500 Route Sponsor

☐ Contact me to create a custom sponsorship

We are unable to sponsor at this time but wish to make a donation of \$_____

Company: _____

Contact: _____

Street Address: _____

City/State/Zip: _____

Phone: (____) _____ Email: _____

☐ Check Enclosed ☐ Send Invoice ☐ Charge Card Below

Name On Card: _____

CC #: _____

Sec Code: _____ Exp. Date: ____/____/____ Billing ZIP: _____

Signature: _____

Return Commitment Form with payment to:

Common Ground

ATTN: R2ES/Development | 1410 S. Telegraph Rd., Bloomfield Hills, MI 48302
or email development1@commongroundhelps.org

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THANK YOU



Common Ground

CONTACT US

248.451.3733

www.ride2endsuicide.com

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