

RIDE 2 END SUICIDE

SPONSORSHIP OPPORTUNITIES

20
25



SATURDAY | MAY 17, 2025



Common Ground



RIDE 2 END SUICIDE

248.451.3733

DEVELOPMENT@COMMONGROUNDHELPS.ORG

ABOUT RIDE 2 END SUICIDE



WHO WE ARE

- Ride 2 End Suicide is an annual community focused, family friendly charity bicycle ride raising funds for Common Ground's suicide prevention and crisis services.
- 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 INFORMATION

- Saturday May 17, 2025
- 10:00am-12:30pm.
- Registration starts at 9am
- Starting location: Rochester Community Schools:
52585 Dequindre Road,
Rochester Hills
- Ride on Macomb Orchard Trail through Stony Creek Metropark

BY THE NUMBERS

- 10 years since first ride in 2016
- 200+ participants
- 25+ teams
- 12+ Corporate Partners
- \$310,000+ Raised

2025 FUNDRAISING GOAL

\$75,000

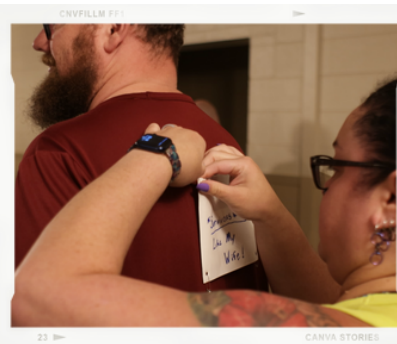
SPONSOR WITH IMPACT

UNIQUE CUSTOMIZED ACTIVATIONS



REMEMBRANCE

Honoring all riders who are participating in honor or memory



REASONS TO RIDE

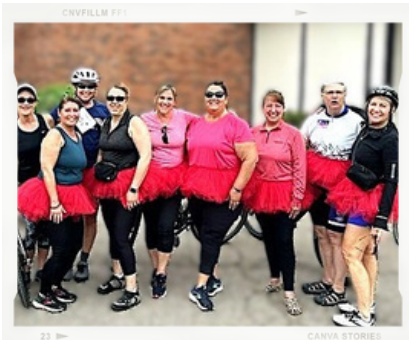
Help participants show their reason to ride with bibs, medals, and more



ENDURANCE

Honoring riders struggling with mental health

INTERACTIVE ENGAGEMENT



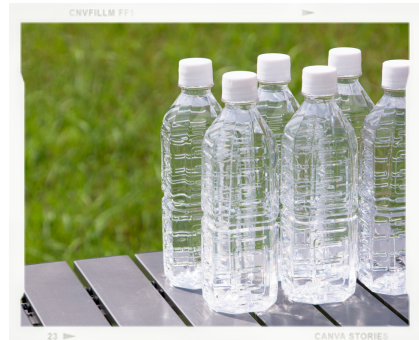
TEAMS & HOPE

Recognizing fundraising heroes and capturing team memories



FINISH LINE

Cheering our riders and welcoming them home



HYDRATION & ENERGY

Quenching riders' thirst along the ride route

MARKETING

RECOGNITION AS A COMMUNITY LEADER

Company logo included in collateral materials including but not limited to:

Event posters

Fliers

Rider and Captain Kits

Website recognition

Emails

T-shirts

Event communications and advertising

Recognition from podium during pre-event ceremony

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 kits

**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 the Development Department (i.e. employee lunch and learn, fundraising executive challenge, etc)
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$10,000

Remembrance Sponsor

- Sponsor logo will be co-branded in and around remembrance area
- Co-branded display sign in remembrance area for messages of hope
- Co-branded signage of remembrance along route
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$7,500

Ride Bib Sponsor

- Ride participants will decorate and proudly wear co-branded ride bibs that represent the reasons they ride . 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 along with ride bibs
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$7,500

SPONSORSHIP

Medal Sponsor

- Sponsor logo will be co-branded on lanyard/ribbon holding medals for those finishing the ride, plus opportunity for company volunteers to distribute and interact with ride participants
- Sponsor prominently recognized at finish line and in all communications with riders as 'medal sponsor'
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials/items
- Logo recognition on rider t-shirt

\$7,500

Military Appreciation Sponsor

- Celebrate Armed Forces Day at Ride to End Suicide by honoring the service of our military and veterans
- This mission sponsorship sponsors co-branded signage, sharing the stories and faces of participants who have served in the armed forces, as well as a special area celebrating their journey in mental health
- Includes opportunity for co-branded item for military participants.
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$7,500

Trail to Hope Sponsor

- Your company would be the premiere sponsor of the Trail to Hope - a curated section of the trail dedicated to honoring all the people who are dedicated to preventing suicide.
- This mission sponsorship includes co-branded signage, sharing the stories and faces of devoted people working in the mental health field, along with encouraging messages of hope that you want to share with riders
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$7,500

SPONSORSHIP

Endurance Sponsor

- Sponsor prominently recognized at rider check-in area, during ceremony, and at starting location
- Co-branding opportunity on medic/repair services during ride and route signage
- Opportunity to distribute special item to riders emphasizing endurance
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$5,000

Kids Zone Sponsor

- As the Kids Zone sponsor, you'll be recognized where the fun happens – with kids!
- Branded signage and recognition at Kids Zone area
- Option to provide volunteers to staff and interact with participants of all ages
- Opportunity to include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$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 distribute branded item to kids/parents and/or include an item in rider kits
- Opportunity to staff sponsor table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$5,000

Hope Heroes Sponsor

- Hope Heroes are incredible fundraising achievers! (participants raising \$1k+)
- As the Hope Heroes sponsor, your company logo will be featured on Hope Heroes long sleeved tech shirts, as well as on signage where shirts are distributed.
- Opportunity to provide and distribute co-branded item for Hope Heroes (i.e. bandanas, bike socks, headlamp, etc)
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$3,500

SPONSORSHIP

Towel Sponsor

- Co-branded towels distributed to each biker
- Opportunity to provide company volunteers to staff table where riders will pick up co-branded towels. Your volunteers can wear company t-shirts to show your organization's community support
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$3,500

Selfie Station Sponsor

- Co-branded "selfie" frame and/or and logo signage at station with photo props for riders to stop and take a photo
- Opportunity to include an item in rider kits
- Opportunity to staff table at event to distribute branded materials
- Logo recognition on rider t-shirt

\$3,500

Hydration Station Sponsor

- Company provides and distributes water and/or sports drinks for riders, with the option of you having your company's logo printed on beverages (or add a logoed sticker)
- Additional opportunity to distribute pre-packaged snacks and drinks post-ride
- Your volunteers can wear company t-shirts to show your organization's community support
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirts

\$2,500

Energy Station Sponsor

- Company provides and distributes energy/protein snacks and items (i.e. bananas, Liquid IV, Power Bars, etc) with company logo optional, at ride start/finish location or enroute.
- Also has opportunity to distribute food and drink post-ride
- Your volunteers can wear company t-shirts to show your organization's community support
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$2,500

SPONSORSHIP

Finish Line Sponsor

- Employee volunteer engagement opportunity to wear company shirts and cheer on riders as they return to home base
- Opportunity to provide logoed noise-makers to use and give to other supporters
- Optional opportunity to provide and distribute recovery fuel at end of route
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$2,500

Bike Repair Sponsor

- Branded repair station providing basic bike maintenance.
- Employee engagement opportunity to wear company shirts and cheer on riders as they return
- Opportunity to include an item in rider kits
- Logo recognition on rider t-shirt

\$2,500

Route Sponsor

- Company logo on signage along route
- Opportunity for unique display at milestone marker and crossings on route (i.e. cowbells, light display, bubbles, etc)
- Employee volunteer engagement opportunity to wear company shirts and cheer on riders
- Opportunity to include an item in rider kits
- Name recognition on rider t-shirt

\$1,500

COMMITMENT FORM



- \$10,000 Presenting Sponsor
- \$7,500 Remembrance Sponsor
- \$7,500 Ride Bib Sponsor
- \$7,500 Military Appreciation
- \$7,500 Trail To Hope
- \$7,500 Trail To Hope
- \$5,000 Kids Zone
- \$5,000 Endurance Sponsor
- \$5,000 Team Photo Sponsor
- \$3,500 Hope Heroes Sponsor
- \$3,500 Towel Sponsor
- \$3,500 Selfie Station Sponsor
- \$2,500 Hydration Station
- \$2,500 Energy Station
- \$2,500 Finish Line
- \$2,500 Bike Repair
- \$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 \$_____

Check Enclosed

Send Invoice

Company: _____

Contact: _____

Street Address: _____

City/State/Zip: _____

Phone: (____) _____ Email: _____

Return Commitment Form with payment to:

Common Ground

ATTN: R2ES/Development | 30200 Telegraph Rd., Ste 300, Bingham Farms, MI 48025
or email development@commongroundhelps.org

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Common Ground

**THANK
YOU**



Helping people move
from crisis to hope

www.ride2endsuicide.com

248.451.3733

CommonGroundHelps.org

Development@commongroundhelps.org



Common Ground

where no one walks alone