



HABITAT 500 BIKE RIDE 2010 SPONSORSHIP PACKAGES

*Pedaling to build a cycle of hope.
Raising funds and awareness for Habitat for Humanity.*

The 18th Annual Habitat for Humanity 500 Mile Bike Ride Fundraiser will be held July 11 – 17, 2010. It takes us a week to accomplish the goal of riding 500 miles which means **your message** will be in front of the participants, volunteers and the communities we visit every day for a week!

Hundreds of volunteers support the ride on either a daily or weekly basis as we travel through a broad section of Minnesota, staying in communities with Habitat affiliates. These communities provide lodging, dinner and breakfast to us at no charge. Additionally, **thousands of donors write checks in support of their rider.**

YOUR IMPACT

Sponsorship contributions, in addition to rider registration fees, help to cover the costs of hosting the event. Thanks in part to our wonderful sponsors, over the past eight years Habitat Minnesota has kept ride costs to an average of just 4 percent of funds raised. **This ensured that 96 percent of the funds raised went to help build Habitat homes throughout Minnesota and around the world.**

We strive to keep ride cost VERY low and have the goal of one day covering 100% of ride costs through sponsorships! That would mean **all funds raised** (which averages over \$275,000 yearly) would go directly to helping build Habitat for Humanity homes!

Our participants **DO notice and very much appreciate** our sponsors. Please consider sponsoring the Habitat 500 Bike Ride. We have several affordable sponsorship opportunities listed along with detailed benefits for each on the following page.



Contact: Jenni Ebert ♦ Jenni@hfhmn.org

2401 Lowry Ave NE, Suite 210, Minneapolis, Minnesota 55418
(612) 331-4439 ♦ (877) 804-3466 ♦ Fax: (612) 789-0846
www.hfhmn.org ♦ www.Habitat500.org

ALL SPONSORS RECEIVE THE FOLLOWING STANDARD BENEFITS:

- Your logo in event brochure (8,000 pieces, commitment needed by January 30, 2010)
- Special recognition at the *Nightly News* each evening of the ride
- Company logo included on gear truck 5' x 8' banners
- Recognition in Habitat 500 newsletters (distributed electronically April – September, 2010)
- Your company logo and link on the Habitat 500 website (www.Habitat500.org)
- Representatives of your company are invited to attend the Opening and Closing Receptions
- Your literature and/or sample products in rider and volunteer packets (approximately 175)
- Your company named as ride sponsor in Habitat for Humanity of Minnesota Annual Report Fiscal Year 2011

RIDE SPONSOR.....\$10,000

- Your logo as the lead logo on the ride t-shirt
- Your logo on registration table signage
- Your logo on all support vehicles (25 vehicles that follow the 500 mile route)
- Your logo on all bicycles (approximately 125 bikes)
- Your company named as ride sponsor in advertisements in bicycling publications
- Your company named as ride sponsor in rider fundraising solicitation materials and donation acknowledgements
- Representatives of your company may provide a “welcome” message at the Opening Reception on Saturday, July 10, 2010
- Representatives of your company may provide a “welcome back” message at the Closing Reception on Saturday, July 17, 2010

T-SHIRT SPONSOR.....\$3,000

- Your logo on the ride t-shirt (*available only for Ride and T-shirt sponsors*)
- Your signage on merchandise table each day

REST STOP SPONSOR.....\$2,000 (three available)

- Your signage at one rest stop daily for the week
- Your logo on "your" rest stop support vehicles (2 - 3 vehicles)
- Your company named on the ride t-shirt
- Placement of product and materials at your rest stop and / or in rider registration bags
- Representatives of your company may welcome us to your rest stop

HYDROMAN SPONSOR.....\$2,000

- Your signage displayed daily at the roving water stops daily for the week
- Your logo on the Hydroman support vehicle
- Your company named on the ride t-shirt
- Placement of product at the water stops and / or in rider registration bags

SAG CREW SPONSOR.....\$2,000

- These vehicles go everywhere! They are one the road from 7 AM to 6 PM each day traveling hundreds of miles during the week of the ride. Your logo would be prominently displayed on the SAG support vehicle (5 vehicles for the week)
- Your company named on the ride t-shirt

BICYCLE SPONSOR.....\$1,000

- Your sponsorship will cover the costs of bicycles, helmets and bike supplies for the *bike.home*. Habitat partner family
- Your company recognized as bicycle sponsor at *bike.home*. celebration and related press materials
- Your company named on the ride t-shirt

DAY SPONSOR.....\$1,000 (seven available)

- Your logo on “your” day's route information and map (for the day(s) you sponsor)
- Emcee mention of your company at evening and morning announcements
- Representatives of your company may welcome us the evening of the day you sponsor

SUPPORTER.....\$500 (unlimited)

- Your company will receive all Standard Benefits listed at the top of the page

BIKE.HOME. SPONSOR

Each year the Habitat 500 participants and volunteers help build and raise funds for a Habitat home that is built along the Habitat 500 route. They call this home the *bike.home*. Since beginning this program, the riders have raised an average of \$20,000 to help build this home.

Our goal is to one day raise enough money to fully sponsor this home. Your sponsorship would go directly to help build the next *bike.home*. Please contact staff to discuss this unique sponsorship option.

SPONSORSHIP FORM

HABITAT 500 BIKE RIDE

SPONSORSHIP QUESTIONS

Jenni Ebert

Special Programs Manager
Habitat for Humanity of Minnesota
612-331-4439 ext. 4
Jenni@hfhmn.org

SPONSORSHIP PLEDGE

To pledge your support, please fax this Sponsorship Form to **612-789-0846** or mail to:

Habitat for Humanity of Minnesota
2401 Lowry Ave NE, Suite 210
Minneapolis MN 55418

Your benefits will start upon receipt.

BENEFITS DEADLINES

Pledges received by **January 30, 2010** will be included in the Registration Brochure.

Payment must be received to gain full sponsorship benefits.

REFUND POLICY

Pledges are considered final commitment for payment. Refunds for pledges or payments will not be issued as benefits will be implemented upon commitment.

Signature Authorizing Pledge:



Thank you for your generous support
of the Habitat 500 Bike Ride!

www.Habitat500.org

SPONSOR PARTICIPATION LEVEL

Please check the level below. Be sure to submit your pledge early in order to secure your listing in the Registration Brochure.

LEVELS

- | | |
|--------------------------------------------|----------|
| <input type="checkbox"/> Ride Sponsor | \$10,000 |
| <input type="checkbox"/> T-shirt Sponsor | \$3,000 |
| <input type="checkbox"/> Rest Stop Sponsor | \$2,000 |
| <input type="checkbox"/> Hydroman Sponsor | \$2,000 |
| <input type="checkbox"/> SAG Crew Sponsor | \$2,000 |
| <input type="checkbox"/> Bicycle Sponsor | \$1,000 |
| <input type="checkbox"/> Day Sponsor | \$1,000 |
| <input type="checkbox"/> Supporter | \$500 |

COMPANY INFORMATION

Primary Contact

Title

Company Name

Address

City, State, Zip

Phone Number

Email and Website

An invoice will be mailed to contact.