



Dear Prospective Sponsor,

We're excited to offer you the opportunity to join in on our third annual cycling event, building on the success, fun, and excitement of the first two! We're preparing to send over 800 posters to cycling shops in a ten-state region including Colorado. Would you like to have your branding on posters for a ride which benefits an important cause while promoting cycling in Greeley and Weld County, showcasing our incredible views? Or to join us for the Revel! event in beautiful Lincoln Park in historic downtown Greeley after the ride to enjoy great food, custom craft brews, and live bluegrass? Plus we've added the adventurous option of 48 and 68 mile gravel routes in 2019!

Transportation is the primary reason older adults lose their ability to live independently. 60+ Ride (formerly Senior Resource Services) meets that need for Weld County residents 60 and older, offering them the opportunity to continue living independently while maintaining their health through free transportation, regardless of income. Destinations include medical appointments, houses of worship, grocery stores, financial and government institutions, social events, and personal grooming appointments, all of which are necessary components of healthy independence. We have made huge strides in growing our ability to serve Weld's aging population over the past two years, yet continued growth is needed to meet the demand created by the aging of the Baby Boomer generation. We'd love to have you on our team!

Please review the enclosed Sponsorship Opportunities page to choose which level best suits you, realizing the value and importance of lending the credibility of your good name to our cause along with your financial support. For more information about the event or 60+ Ride, please visit our web sites or give us a call.

Here's to views, brews, and bluegrass for an important cause on **Saturday, July 20<sup>st</sup>, 2019!**

Smiles and blessings,

Janet Bedingfield  
Executive Director





Out of necessity, 60+ Ride clients Don and Bonnie, above, live at separate locations several miles apart. They openly and lovingly express how much they miss each other, and their joy over being together is evident to all. 60+ Ride volunteers transport them each to medical appointments and on errands which are important to maintaining health, but Don also goes to visit Bonnie at her residence each week. He is dropped off by the 60+ Ride minivan and is picked up later in the day to return to his home. Without 60+ Ride these two wouldn't be able to see each other, demonstrating that non-medical rides are often as important as those medical in nature.

Without the transportation 60+ Ride provides, living independently wouldn't be an option for the majority of our clients.

### our mission

To offer older adults the opportunity to maintain their physical, emotional, and mental health while living independently.

### our vision

To enable older adults throughout Weld County to live independently.

### our 60+ ride program

Our volunteers provide transportation to Weld County's older adults 60 and up free of charge, regardless of income.

### our impact

**950+** registered clients & growing

**8,205 rides** given in 2018

**Over 10,000** volunteer hours given in 2017

**Less than 5%** cancellation rate

### our reward

Thanks so much for providing transportation and companionship for our mom over the last months. You are much appreciated.

-James, Karen, Ryan, and Jennifer

A year ago I stopped driving and let my license drop at 80 years old. It was time. I'm glad for your help when needed, and with managed nutrition and sugar levels I am alive!!!

-Nan



### presenting sponsor - \$10,000 & up

- o Company name & logo prominently featured on all advertising materials including t-shirts, emails, press releases, & posters
- o Opportunity to speak and verbal acknowledgement of sponsorship throughout event
- o Option to have two 10'x10' vendor tents in the Start/Finish/Revel! area
- o Opportunity to provide a company promotional item for cyclists' swag bags
- o 10 tickets for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 10 free ride & revel! rider registrations – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Company banner up to 3'h x 12'w prominently displayed at event
- o Company name and logo hyperlinked on event website and in all electronic marketing
- o Company name in post-event newsletter
- o Promotion through media outlets including online, radio, and print

### carbon - \$7500 to \$9999

- o Company name & logo featured on all advertising materials including ride t-shirts, emails, press releases, & posters
- o Opportunity to speak and verbal acknowledgement of sponsorship throughout event
- o Option to have a 10'x10' vendor tent in the Start/Finish/Revel! area
- o Opportunity to provide a company promotional item for cyclists' swag bags
- o 8 tickets for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 8 free ride & revel! rider registrations – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Company banner up to 3'h x 10'w prominently displayed at event
- o Company name and logo hyperlinked on event website
- o Company name in post-event newsletter
- o Promotion through media outlets including online, radio, and print

### titanium - \$5000 to \$7499

- o Company name & logo featured on advertising materials, including t-shirts, & posters
- o Option to have a 10'x10' vendor tent in the Start/Finish/Revel! area
- o Opportunity to provide a company promotional item for cyclists' swag bags
- o 6 tickets for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 6 free ride & revel! rider registrations – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Verbal acknowledgement of your sponsorship throughout the event
- o Company banner up to 3'h x 8'w displayed at event
- o Company name and logo hyperlinked on event website
- o Company name in post-event newsletter

- o Promotion through media outlets including online, radio, and print

#### aluminum - \$2500 to \$4999

- o Company name & logo featured on advertising materials, including t-shirts & posters
- o Option to have a 10'x10' vendor tent in the Start/Finish/Revel! area
- o Opportunity to provide a company promotional item for cyclists' swag bags
- o 4 tickets for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 4 free ride & revel! rider registrations – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Company banner up to 3' x 5' displayed at event
- o Company name and logo listed on event website
- o Company name on post-event newsletter

#### steel - \$1000 to \$2499

- o Company name and logo featured on advertising materials, including t-shirts & posters
- o Opportunity to provide a company promotional item for cyclists' swag bags
- o 2 for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 2 free ride & revel! rider registrations – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Company name listed on event website
- o Company name in post-event newsletter

#### contributing - \$500 to \$999

- o Company name featured on advertising materials, including t-shirts and & posters
- o 1 ticket for the revel! event in downtown Greeley after the ride, including live music, food, & beer crafted specifically for this event by award winning local breweries
- o 1 free ride & revel! rider registration – 20-mile, 40-mile, 55-mile road or 48 or 68 gravel
- o Company name listed on event website
- o Company name in post-event newsletter

#### media, marketing, & in-kind sponsors

- o Benefits commensurate with contribution; trade value equal to above levels up to carbon

# Saturday, July 20, 2019



**Thank you for your support of Weld County's aging population!**

Your contribution will help them maintain their health and independence



**Please return this response form to Senior Resource Services as soon as possible to ensure maximum marketing exposure!** Scan to RideandRevel@SRSweld.com or mail to **60+ Ride** (formerly Senior Resource Services), 800 8<sup>th</sup> Ave, Suite 229, Greeley CO 80631. Please provide full and two-color logos in eps format to RideandRevel@SRSweld.com. Thank you!

**sponsorship level** (Please refer to Sponsor Level Opportunities document for details)

Presenting sponsor - \$10,000 & up  
 Carbon sponsor - \$7500 to \$9999  
 Titanium sponsor - \$5000 to \$7499

Aluminum sponsor - \$2500 to \$4999  
 Steel sponsor - \$1000 to \$2499  
 Contributing sponsor - \$500 to \$999

**Sponsorship type**

cash sponsorship     in-kind products or services description \_\_\_\_\_

**recognition status**

I understand that I will be listed on all publicity according to the value of the sponsorship level outlined in the Sponsor Opportunities document

I wish to remain an anonymous donor

**contact information**

Donor \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Hyperlink Address \_\_\_\_\_

Please remit payments no later than June 30, 2019  
Payable to Senior Resource Services - Invoice available on request

Saturday, July 20, 2019



Senior Resource Services 800 8<sup>th</sup> Avenue, Suite 229 Greeley, CO 80634 970-352-9348  
www.SRSweld.com www.RideandRevel.com