



our mission

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

our programs

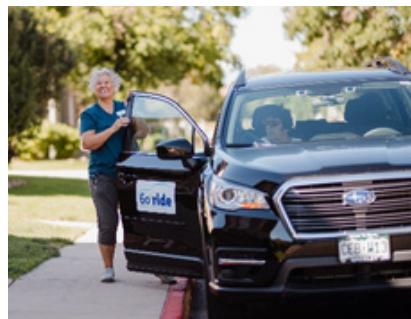
We operate to address transportation needs and challenges faced by individuals 60-plus-years-old who live anywhere in Weld County. We are committed to helping older adults maintain their independence and successfully age in place. We firmly believe that access to transportation not only provides every older adult with vital support but also opens doors to meaningful engagement opportunities that can improve—and even transform—quality of life.

With your support, we can make a difference for the aging population across Weld County. Together, we enhance the quality of life for older adults in very significant ways:

1. Provide essential transportation to medical visits, grocery shopping, social service programs and more.
2. Foster social connections that help reduce feelings of isolation, loneliness, and depression by providing transportation to social events and activities, volunteer opportunities, and peer support activities.
3. Advocate for the rights, well-being, and interests of older adults by promoting understanding and empathy in the context of the following four areas:
 - Transportation
 - Aging in Place
 - Digital Inclusion
 - Combatting Ageism

our impact in 2023

- New Clients Added: 352
- Unique Clients Served: 281
- Number of Rides Given: 7,324
- Volunteer Driver Hours: 9,442
- Miles Driven: 59,493





Please return this response form to 60+ Ride by April 15, 2024 to ensure maximum marketing exposure! Payment is required with this form. Please mail to 60+ Ride, 800 8th Ave, Suite 229, Greeley CO 80631. Please provide full and two-color logos in eps format to RideandRevel@60PlusRide.org for publicity use. Thank you!

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

- | | |
|---|---|
| _____ Presenting Sponsor - \$10,000 & up | _____ Aluminum Sponsor - \$2500 to \$4999 |
| _____ Carbon Sponsor - \$7500 to \$9999 | _____ Steel Sponsor - \$1000 to \$2499 |
| _____ Titanium Sponsor - \$5000 to \$7499 | _____ Contributing Sponsor - \$500 to \$999 |

Sponsorship type

- _____ cash sponsorship **OR** _____ 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 – please fill out completely & clearly

- Donor _____ Contact _____
Address _____ Phone _____
Email _____
Hyperlink Address _____

Payable to "60+ Ride" (Invoice available on request) *Please remit payment no later than April 15, 2024*

Saturday, June 15, 2024





Dear Prospective Sponsor,

We hope you will join us at our sixth annual Ride and Revel cycling event on June 15, 2024.

Ride and Revel offers fantastic promotional opportunities for your brand, including visibility through our website, posters, digital media, and at the fun-filled event itself in downtown Greeley's beautiful Lincoln Park. With new gravel routes for avid biking enthusiasts and a lively Revel featuring food, drinks, and music, it's an event not to be missed.

Your support would make a real difference to older adults in Weld County who are served by our nonprofit 60 Plus Ride. Our mission is to help adults aged 60-plus in Weld County who need free transportation to medical appointments, grocery stores, financial and government institutions, social events, personal grooming appointments, and any other places that people need to visit. Providing about 1000 free rides a month, we do more than help older adults get to the places they want to go—the transportation we provide helps an often-marginalized older population combat loneliness, fight depression, and live independently in their own homes as long as possible.

Please look at our Sponsorship Opportunities and consider helping us make this year's event a tremendous success so that we can help local older adults live better lives. For more details about the event or more info on 60+ Ride, please reach out to me on my personal cell phone by text or call at 660-973-2723 or visit our event website at www.rideandrevel.com

Here's to a day filled with views, brews, and meaningful support!

Warm regards,

Robin Blakely

Executive Director





Contributing sponsor - \$500 to \$999

- Company name featured on advertising materials, including t-shirts and posters
- Company name listed on event website
- Company name in post-event newsletter
- 1 free cyclist registration (choice of any ride, pre-registration required with code) and 1 ticket for the Revel! event

Steel sponsor - \$1000 to \$2499

- Contributing sponsor level and...
- Opportunity to provide a company promotional item for cyclists' swag bags
- 2 free cyclist registrations (choice of any ride, pre-registration required with code) and 2 tickets for the Revel! event

Aluminum sponsor - \$2500 to \$4999

- Contributing and Steel sponsor levels and...
- Company logo listed on event website*
- Company banner up to 3' x 5' displayed at event*
- Option to have a 10'x10' vendor tent in the Start/Finish/Revel! area
- 4 free cyclist registrations (choice of any ride, pre-registration required with code) and 4 tickets for the Revel! event

Titanium sponsor - \$5000 to \$7499

- Contributing, Steel and Aluminum sponsor levels and...
- Company banner up to 3' x 8' displayed at event*
- Company name and logo **hyperlinked** on event website
- Promotion through media outlets including online/social media, radio, and print
- 6 free cyclist registrations (choice of any ride, pre-registration required with code) and 6 tickets for the Revel! event

Carbon sponsor - \$7500 to \$9999

- Contributing, Steel, Aluminum, and Titanium sponsor levels and...
- Company banner up to 3' x 10' prominently displayed at event*
- Company name & logo featured on **all** advertising materials including ride t-shirts, emails, press releases, & posters
- Opportunity to speak and verbal acknowledgement of sponsorship during event
- 8 free cyclist registrations (choice of any ride, pre-registration required with code) and 8 tickets for the Revel! event

Presenting sponsor - \$10,000 & up

- Contributing, Steel, Aluminum, Titanium, and Carbon sponsor levels and...
- Company name & logo **prominently** featured on all advertising materials as the presenting sponsor
- Company banner up to 3' x 12' prominently displayed at event*
- 10 free cyclist registrations (choice of any ride, pre-registration required with code) and 10 tickets for the Revel! event

media, marketing, & in-kind sponsors

- Benefits commensurate with contribution; trade value equal to above levels up to Titanium sponsor

*(*All logos and/or banners need to be provided to 60+Ride before the event to showcase company banner)*

Saturday, June 15, 2024

