

# 2 DAYS. 2 COUNTRIES. 1 MISSION.

Throughout the world, 1.6 billion people live in inadequate shelter – in dirt-floor houses made of scrap wood, tarps, and trash. 1MISSION's Bikes Fight Poverty two-day cycling event launched out of a desire to increase awareness of this poverty so close to home, and to raise funds for those fighting it. Grow your brand – and your business – by showing that you care not only about your clients, but also for the world around you.

1MISSION is a community development organization giving people in poverty the opportunity to earn a house by serving their community. A 501(c)(3) nonprofit with offices in Phoenix, 1MISSION has programs in Mexico, El Salvador, and Nicaragua. Since 2008, more than 770 families have earned safe, secure homes by serving a combined 100,000+ hours through initiatives like community gardens, health programs, and job skills training. Thanks to a committed group of individuals and institutions that cover U.S. operating costs, 100% of public donations go directly to projects and programs in the field, ensuring even greater impact in the communities we serve.

For more information, visit us at: [1MISSION.org/bikes-fight-poverty](http://1MISSION.org/bikes-fight-poverty).

## EVENT

February 9-10, 2019

120+ cyclists

Phoenix to Mexico

## EXPOSURE

530,000+ social impressions

45,000+ email impressions

43,800+ website visits




1MISSION staff will contact you to discuss event arrangements, sponsorship benefits, and recognition. Pledges received by **November 15, 2018** will ensure logo placement on jersey, if applicable. Pledges received by **December 15, 2018** will ensure your logo will be included in the printed event materials.

1MISSION is a registered 501(c)(3). 100% of this gift is tax-deductible. Sponsorship funding will be used to underwrite the entire 2018 Bikes Fight Poverty event. Payment must be received to gain full sponsorship benefits. Refunds for pledges or payments will not be issued as benefits will be implemented upon commitment. As always, 100% of funds raised during the event will go towards projects and programs in the field.

-  **Title Sponsor (1) \$15,000**
- \_ 1MISSION's Bikes Fight Poverty presented by 'Your Company'
  - \_ Booth at launch
  - \_ Logo on all support vehicles
  - \_ Ad space in rider and volunteer handbook
  - \_ Welcome message at launch
  - \_ Logo placement at start/finish
  - \_ Prominent placement on jerseys
  - \_ Unlimited ride registrations for you and your employees
  - \_ Logo on event flyers and promotions
  - \_ Logo on launch banners
  - \_ Prominent logo on rider and volunteer tshirts
  - \_ Swag/coupons in rider and volunteer bags
  - \_ Prominent logo placement on website and all campaign pages
  - \_ Recognized as sponsor in annual report
  - \_ All inclusive Mexico build trip for 6 people

-  **Overnight Sponsor (1) \$5,000**
- \_ Welcome message at overnight camp (Ajo, Arizona)
  - \_ Overnight camp advertising
  - \_ Logo placement on jerseys
  - \_ 4 complimentary registrations
  - \_ Logo in rider and volunteer handbook
  - \_ Logo on event flyers and promotions
  - \_ Logo on launch banner
  - \_ Logo on rider and volunteer tshirts
  - \_ Swag/coupons in rider and volunteer bags
  - \_ Name and logo placement on website and all campaign pages
  - \_ Recognized as a sponsor in annual report
  - \_ 50% discount on a Mexico build trip for up to 8 people

-  **Aid Station Sponsor (4) \$3,000**
- \_ Logo placement on jerseys
  - \_ Placement of product/materials at 'your' aid station
  - \_ Banner at aid station 'Aid station presented by Your Company Logo'
  - \_ 2 complimentary registrations
  - \_ Logo in rider and volunteer handbook
  - \_ Logo on event flyers and promotions
  - \_ Logo on launch banner
  - \_ Logo on rider and volunteer tshirts
  - \_ Swag/coupons in rider and volunteer bags
  - \_ Name and logo placement on website and all campaign pages
  - \_ Recognized as a sponsor in annual report
  - \_ 50% discount on a Mexico build trip for up to 6 people

-  **Event Sponsor (10) \$1,000**
- \_ Logo on event flyers and promotions (August 21st deadline)
  - \_ Logo on launch banner
  - \_ Logo on rider and volunteer tshirts
  - \_ Swag/coupons in rider and volunteer bags
  - \_ Name and logo placement on website and all campaign pages
  - \_ Recognized as a sponsor in annual report
  - \_ 50% discount on a Mexico build trip for up to 4 people



**Secure your sponsorship at:**  
[1MISSION.org/bikes-fight-poverty/sponsor](http://1MISSION.org/bikes-fight-poverty/sponsor)

**Register to ride at:**  
[1MISSION.org/bikes-fight-poverty/register](http://1MISSION.org/bikes-fight-poverty/register)

A **1MISSION** event.