RIDE 4 A REASON 2019

Support Oakland Public Schools!

Ride Date: April 27, 2019

For 11 years, parents, friends, students and teachers have ridden from Oakland Technical High School to the State Capitol building in Sacramento to support public education. The ride began as a protest against the deep budget cuts to Oakland Unified School District and all California public schools during the Great Recession. We needed a way to dramatize our dissatisfaction, and four parents cycled more than 100 miles to deliver a petition to the governor and the legislature signed by students, teachers, and parents. These riders built an annual political demonstration and fundraising event over the next decade. We believe that California does not spend adequately on public education for K-12 students, and that there is a lot of inequity built in to the system of how schools are funded. California should not be near the bottom of the nation's states in spending-per-pupil. We continue to ride to gather more attention to these issues and to use our event's story to help Oakland's schools.

As of 2018, we have raised close to $1,000,000 for Oakland public schools!

Current school beneficiaries:

- Claremont Middle School
- Edna Brewer Middle School
- Emerson Elementary School
- Life Academy **(New!)**
- Montera Middle School **(New!)**
- Oakland International High School
- Oakland Technical High School
- Roosevelt Middle School
- Skyline High School
- Westlake Middle School

All our schools serve students from economically disadvantaged backgrounds and many do not have a formal Parent Teacher Association (PTA) or other non-profit fundraising group, and are not able to raise large amounts of private donations. The schools use these funds for the necessary basics: library books, sports equipment, after-school programs, science equipment, and staff salaries for counselors, librarians, and reading specialists (and much more). The Claremont Middle School PTA acts as the fiscal sponsor of the event, collecting revenues and disbursing donations at the end of R4R's fiscal year.

Questions? Email Jessica de Jesus at Jessica@homegrownevents.net.

R4R depends on our business sponsors to help us cover costs, enabling 100% of funds raised by riders to be directed to our schools. Please join our other loyal business sponsors to help us make this moving event possible.

Day of Ride Attendance: 300+ riders and 75 volunteers

Our riders and volunteers are mostly Oaklanders, and they are fiercely motivated to help their local communities. They buy locally and support our business sponsors. On the day of the ride, your business promotion material can be right there in the hands of exhilarated people.

Media Impressions

Your support will get attention: Ride for a Reason typically emails to more than 1,000 current and past riders, volunteers, donors, and other supporters. R4R sends messages via school email distribution lists, and R4R's beneficiary schools enroll more than 5,000 Oakland students. R4R maintains a web presence at www.r4rschools.com, and a Facebook page with current happenings. R4R has had stories in the local papers: *Sacramento Bee, East Bay Times*, *East Bay Express* and the *Rockridge News*. As a non-profit, we can't provide advertising in exchange for your sponsorship, but we can make sure that our audience knows that your business cares about local issues and families.

Questions? Email Jessica de Jesus at Jessica@homegrownevents.net.

RIDE 4 A REASON 2019

SPONSORSHIP OPPORTUNITIES

Perks	Yellow Jersey $5,000	Polka Dot Jersey $2,500	Green Jersey $1,000	White Jersey $500	Domestique $250
Option to have branded tent or banner	✓ At the start & finish	✓ At a rest stop			
Presence on Bib Number Sponsorship must be confirmed by 3/31/19	✓ Logo	✓ Name only			
Presence on Water Bottle Sponsorship must be confirmed by 2/21/19	✓ Logo	✓ Logo	✓ Logo		
Presence on Jersey Sponsorship must be confirmed by 2/21/19	✓ Logo	✓ Logo	✓ Logo		
Opportunity to table at early packet pick up	✓	✓			
Opportunity to distribute marketing materials in rider swag bags	✓	✓	✓		
Presence on all route sheets Sponsorship must be confirmed by 3/31/19	✓ Logo	✓ Logo	✓ Logo		
Social Media shout outs	✓ With image	✓ With image	✓	✓	
Listed on emails related to ride	✓ Logo	✓ Logo	✓ Logo	✓ Name only	
Presence on T-shirt Sponsorship must be confirmed by 3/31/19	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name only
Presence on website	✓ Logo With link (Premium Spot)	✓ Logo With link	✓ Logo With link	✓ Logo	✓ Logo
Listed on event banners Sponsorship must be confirmed by 3/31/19	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name only
Number of free entries to any route	4	3	2	1	0

Questions? Email Jessica de Jesus at Jessica@homegrownevents.net.

SPONSORSHIP AGREEMENT

_____ _____

Sponsoring group's name as preferred for recognition materials **Date**

_____

Mailing Address

_____

Contact Name

_____ _____

Contact's Email Address **Contact's Phone Number**

SELECT YOUR SPONSORSHIP LEVEL

☐ $5,000 – Yellow Jersey

☐ $2,500 – Polka Dot Jersey

☐ $1,000 – Green Jersey

☐ $500 – White Jersey

☐ $250 – Domestique

☐ $_____

METHOD OF PAYMENT:

[ ] This is a pledge. Please send an invoice for our sponsorship to contact person below.

[ ] Check enclosed, payable to "Claremont PTA", the fiscal sponsor of *Ride for A Reason*. Please put "R4R 2019" on the memo line. Send your check to *Ride for A Reason, 195 41st St., PO Box 11386, Oakland, CA 94611.*

Contact Signature Date

The Claremont PTA is a 501(c)(3) organization (Tax ID # 94-6171801). All sponsorships are tax-deductible less the fair market value of each rider entry ($90 each).

Questions? Email Jessica de Jesus at Jessica@homegrownevents.net.