



Support Our Public Schools

A special edition of R4R is coming in 2021! While COVID has made it impossible to have our regular event, it hasn't dampened our spirits. We are resilient, committed and fierce when it comes to making sure all kids get what they need when it comes to education. Our schools continue to have great resource needs that will only become more acute once the pandemic is over.

We have decided to forge ahead in 2021 with a virtual event and welcome runners and walkers to join alongside cyclists. Our hope is for a more inclusive virtual event that will see more participants involved in raising funds and awareness around the needs of our public schools.

Our goal is to raise \$180,000 by April 30, 2021 and collectively run, walk, and ride 50,000 miles between April 1 - April 24, 2021. We hope that you will help us reach our goal by being a sponsor of the event. We know that many businesses have suffered great hardship this year. We've adjusted our sponsorship levels to reflect these challenging circumstances.

Event History

For 13 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 and has raised over \$1.2 million. We believe that California does not spend adequately on public education for K-12 students, and that there is a lot of inequity built into 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 2020, we have raised more than \$1,200,000 for these public schools:

- Claremont Middle School
- Edna Brewer Middle School
- Emerson Elementary School
- Encinal Junior & Senior High School
- Equity Allies for OUSD
- Life Academy
- Montera Middle School
- 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.

Event Attendance

In 2019, we had over 400 riders and volunteers; in 2020, we were on course to surpass these numbers before we had to cancel the ride due to Covid-19. In 2021, we hope to beat these numbers with the inclusion of runners and walkers. Historically, most participants have been from Oakland and Alameda – many of them parents with children in OUSD or Alameda School District; they are highly motivated to support their local community and businesses and are committed to public education.





SPONSORSHIP OPPORTUNITIES

(Discounted from prior years!)

Perks	Yellow Jersey \$3,000	Polka Dot Jersey \$1,500	Green Jersey \$500	White Jersey \$250
Opportunity to include a coupon or ad in our virtual marketing swag “bag”	Full-page	1/2 - page	1/4 - page	
Listed on emails related to ride	✓ Logo	✓ Logo	✓ Logo	
Social Media shout outs	✓ With image/logo	✓ With image/logo	✓	
Inclusion in April Celebration event (virtual) <small>Sponsorship must be confirmed by 3/31/2021</small>	✓ Logo or 30- second video	✓ Logo	✓ Logo	✓ Name only
Presence on T-shirt <small>Sponsorship must be confirmed by 3/1/2021</small>	✓ Large Logo	✓ Medium Logo	✓ Small Logo	✓ Small Logo
Presence on website	✓ Logo With link (Premium Spot)	✓ Logo With link	✓ Logo With link	✓ Logo
Number of free entries <small>With t-shirts if confirmed by 3/15/2021</small>	5	4	3	2

Other ideas?

We know that not all businesses have the same needs. So, if you have other creative ideas on how to promote your company, we want to hear them! Please reach out to 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

- \$3,000 – Yellow Jersey \$500 – Green Jersey \$_____
- \$1,500 – Polka Dot Jersey \$250 – White Jersey

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 2021” 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 (\$10 each for t-shirts).