



NEW CITY KIDS BIKE TOUR SPONSORSHIP

A MESSAGE FROM BIKE TOUR DIRECTOR, ALEXANDER GOLDSMITH

New City Kids is proud to announce our third annual New City Kids Bike Tour. Over the past two years over fifty cyclists have joined to bike the grueling 800 miles from Jersey City to Grand Rapids. This year we are making a new - more accessible - adventure. This year, riders can choose between a one-day loop ride in New Jersey, or a three-day point to point ride from Northern Michigan to Grand Rapids. This year's campaign goal is to raise \$150,000 to go towards actively helping urban youth break the cycle of generational poverty in three cities, Jersey City, NJ., Grand Rapids, MI., and Detroit, MI!

Since 2000, New City Kids has been positively influencing and changing the lives of low-income, urban youth in Jersey City, Paterson, and Grand Rapids. Through our dynamic after school center and empowering teen internship program, we've been able to see life-changing transformation among our youth, including a 99% college matriculation rate and a 90% college graduation rate from all our teen internship alumni. You have the opportunity to make a direct impact on aspiring students' lives by becoming a sponsor of the New City Kids Bike Tour. In this packet, you will find a more in-depth description of our organization, as well as our sponsorship levels.

I invite you to review this packet and consider being an important part of investing in the lives of at-risk youth, providing life-changing opportunities to these remarkable young people.

If you would like to discuss this opportunity in more detail or would like to schedule a time to visit New City Kids, I can be emailed at biketour@newcitykids.org

Thank you for your consideration.

Alexander Goldsmith
Bike Tour Director and Executive Director of New City Kids: Detroit



ABOUT US

New City Kids

Our mission is “Loving kids for change to create a community of spiritual, leadership, academic, and musical development.” Through a holistic approach, New City Kids provides academic support, leadership training, performing arts opportunities, and spiritual development through mentorship, serving over 340 youth in Jersey City. Since 2000, New City Kids has honed its strategy to bring whole life transformation to at-risk children in Jersey City with remarkable results; 99% of youth have matriculated to college and 90% of New City Kids Alumni have earned a college degree or are still on track to graduate.

Teen Life Internship

Teen Life Internships are year-long, paid internships designed to open teens’ eyes to their own amazing abilities and to awaken them to the joy of leadership, the dignity of work, and the sure hope of a college education. Much as a medical intern learns the skills of a doctor, a Teen Life Intern learns how to live well through in-depth leadership development program that turns teens into leaders.

Each intern works eight to twelve hours each week tutoring, leading a music class, leading an activity class, or managing other teens. Teen Life Interns are required to sharpen their skills through a curriculum of job training, life skills trainings, and an extensive college preparation curriculum. Each intern also attends professional exposure visits and receives personal one-on-one coaching and support. Teen Life Interns are challenged, loved, and strengthened as they are empowered to ultimately break the cycle of generational poverty.



206 TEENS HIRED FOR INTERNSHIPS



700+ HOURS INVESTED MENTORING TEENS ONE-ON-ONE



50+ HOURS OF SAT PREP AND COACHING



99% COLLEGE MATRICULATION SINCE 2009



94%
OF ALUMNI HAVE EARNED A DEGREE OR ARE STILL ON TRACK TO GRADUATE

All stats are based upon New City Kids 2018-19 fiscal year and can be found in our annual report*



The benefits of your company’s sponsorship of the New City Kids Bike Tour can generate brand loyalty within target audiences in the area, associates your business with a positive, health and education-related event in the community, many sponsorship levels include complimentary rider entries; the event can also serve as a team building/volunteering opportunity for employees, visibility in the community as a supporter of a local nonprofit, and an investor in the social welfare of the area, and can directly engage consumers during the tour with goods and samples to drive sales to your retail outlets.

	GOLD SPONSOR \$10K	SILVER SPONSOR \$5K	BRONZE SPONSOR \$1.5K	IN-KIND DONATION \$500
Exclusive logo and name placement on all event material	✓			
Name and logo on tour jerseys	✓			
Name and logo on all event banners	✓			
Name in annual report and event website	✓	✓		
Name and logo on event t-Shirts	✓	✓	✓	
One free entry into ride	✓	✓	✓	
Recognition at local event send off and local social media recognition	✓	✓	✓	✓

SPONSORSHIP LEVEL: PLATINUM GOLD SILVER BRONZE IN-KIND

Name of Corporation/Business _____

Address _____ City _____ State _____ Zip _____

Name _____ Phone _____ Email _____

Payment Method

Send an invoice Check enclosed payable to “New City Kids” Pay online at newcitykids.org/donate

Credit Card No. _____ CVV _____ Exp ____/____/____ Signature _____