



NEW CITY KIDS

BIKE TOUR 2021

1-Day Ride on August 14th

from Grand Haven to New City Kids: Grand Rapids and back!



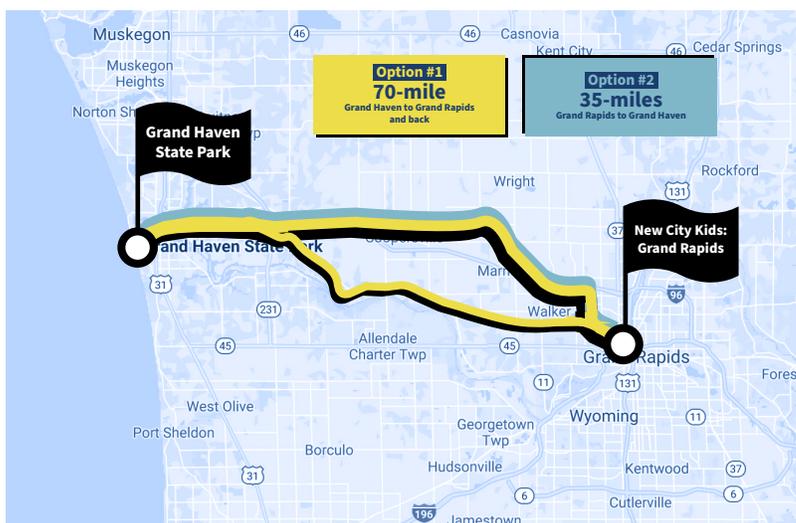
Partner with us to impact the lives of youth in Grand Rapids and Detroit!

Would you partner with us on this mission by sponsoring our fourth annual New City Kids Bike Tour? This year we are offering two ride options. Riders can sign up to ride the 70-mile loop from Grand Haven to Grand Rapids and back, or [join the group halfway and] enjoy a 30-mile ride from Grand Rapids to the beach at Grand Haven.

What does a Bike Tour sponsorship entail?

Partner financially - This will help ensure that every dollar raised by the cyclists will go directly toward benefiting youth in our community and help us reach our goal of raising \$75k!
and

Refueling Station Have your team staff a refueling station along the route. This is a great opportunity to engage your team in an up-close and personal volunteer opportunity.



Benefits

Your company featured on all event marketing and promotional materials: Featured social media post, logo on event banners at starting line and your refueling station, logo on t-shirts, tour swag for refueling station volunteers.

The deadline for corporate sponsorships is July 20th
Please fill out the attached form and return to michigan.biketour@newcitykids.org



SPONSORSHIP

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. This 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.

SPONSORSHIP BENEFITS:

	Platinum Sponsor \$10k	Gold Sponsor \$5k	Silver Sponsor \$2.5k	Bronze Sponsor \$1.5k
Logo and name placement on all event material	✓			
Five free entries into ride	✓	✓		
Name and logo on all event banners	✓	✓	✓	
Name in annual report and event website	✓	✓	✓	
Name and logo on tour t-shirts	✓	✓	✓	
Recognition at event send off and social media	✓	✓	✓	✓
One free ride entry	✓	✓	✓	✓

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 _____

Scan and email: Alexander Goldsmith, alex@newcitykids.org
 Mail: New City Kids, Attn: Alexander Goldsmith, 960 Alpine Avenue. NW, Grand Rapids, MI 49504
 New City Kids is a 501(c)(3) non-profit organization – Federal Tax ID # 22-3529691



Jersey City | Paterson | Grand Rapids | Detroit

www.newcitykids.org | 201.645.5306