

 Kelly Brush
RIDE POWERED BY
NBT
Bicycling and
Walking Vacations



Saturday, September 8, 2018
Middlebury College, VT

Sponsorship Opportunities

kellybrushfoundation.org/kellybrushride | [@kellybrushfdn](https://twitter.com/kellybrushfdn) | [#KellyBrushRide](https://twitter.com/KellyBrushRide)

About the Kelly Brush Foundation

Mission

To inspire and empower people with spinal cord injuries to lead active and engaged lives.

About Us

An active lifestyle fuels a healthy body and mind, allowing us to be the most full version of ourselves.

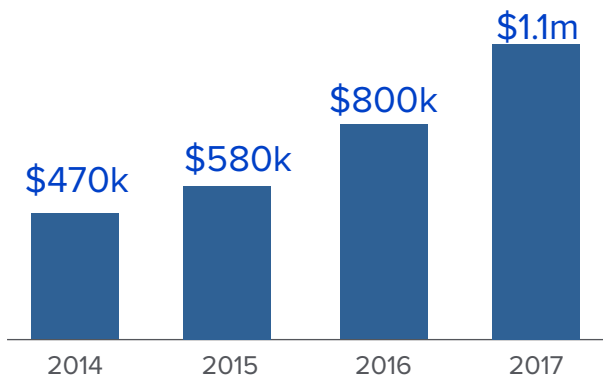
For those who have experienced a spinal cord injury, being active can feel out of reach. The obstacles are real: physical, financial, and even the belief it is possible.

The Kelly Brush Foundation (KBF) is dedicated to making active lifestyles a reality for those who have experienced a spinal cord injury. We offer the inspiration to believe and the grants to enable anyone to buy the equipment they need to get out and go.

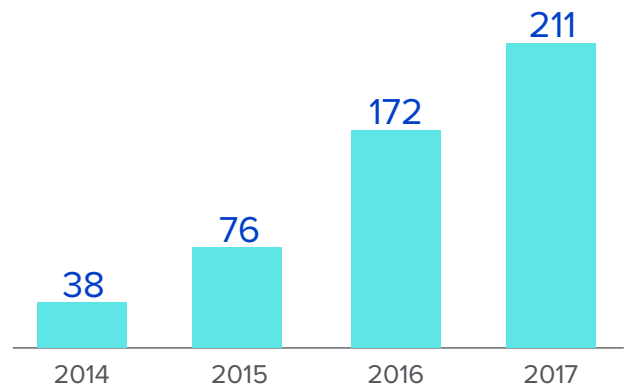
The KBF was founded by Kelly and her family after Kelly was injured in 2006 at an NCAA alpine ski race. Since our founding, we've been committed to ski racing safety and will continue to advocate and provide resources so that every ski racer is training and competing on the safest possible venues.



\$ RAISED



OF GRANT RECIPIENTS



Since 2006, we've awarded

over **600 adaptive sports equipment grants** in 47 states

over **150 ski racing safety grants** to clubs in every ski state

FOR MORE INFORMATION, PLEASE CONTACT:

Zeke Davisson | zeke@kellybrushfoundation.org | 802.846.5124

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Kelly Brush Ride Sponsorship Opportunities

Deadline for logo placement on marketing materials is April 6, 2018

TITLE SPONSOR | \$20,000 | Unavailable

- Company name in the event title
- Banner wrap on Start/Finish line
- Logo on Kelly Brush Ride participant bibs
- Tabling opportunity at Kelly Brush Ride village
- Premium logo placement on all swag, print, and online materials
- Recognition in all press releases and advertising
- 6 registrations | 4 jerseys

LEAD SPONSOR | \$10,000 | Unavailable

- Tent/BBQ naming rights, including in all marketing mentions of the tent and BBQ and banner displayed prominently on tent
- Logo on Kelly Brush Ride participant bib
- Premium logo placement on all swag, print, and online materials
- Opportunity for Kelly to visit workplace
- 5 registrations | 2 jerseys

MAJOR SPONSOR | \$5,000 | Limit 5

- Logo placement on Kelly Brush Ride hat and bib
- Tabling opportunity at Kelly Brush Ride village
- Company banner displayed at Start/Finish
- Premium logo placement on all swag, print, and online materials
- 4 rider registrations

ROAD SPONSOR | \$2,500 | Limit 5

- Exclusive sponsor of course Fuel Stop, including company banner, volunteering, and materials
- Company banner displayed at Start/Finish
- Logo placement on jersey, water bottle, tee shirt, bag, print, and online materials
- 3 rider registrations

GEAR SPONSOR | \$1,500 | Limit 10

- Logo placement on bag, print, and online materials
- 2 rider registrations

SIGNATURE SPONSOR | \$750 | No Limit

- Logo placement in online materials
- 1 rider registration



2017 STATS

Raised:	\$545,000
Riders:	810
Volunteers:	82
Donors:	2711
Avg. Donation Size:	\$170

2017 DEMOGRAPHICS

Vermont:	49.8%
Other New England:	26.8%
Outside New England:	23.4%
Men Women:	58.5% 41.5%
Average Age:	47

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SPONSORSHIP AT A GLANCE

LEVEL	AMOUNT	#	EVENT	BIB	RUNNING HAT	JERSEY	WATER BOTTLE	TEE SHIRT	RIDER BAG	PRINT MATERIAL	WEBSITE
TITLE	\$20,000	1	✓	✓	✓	✓	✓	✓	✓	✓	✓
LEAD	\$10,000	1	✓	✓		✓	✓	✓	✓	✓	✓
MAJOR	\$5,000	5		✓	✓	✓	✓	✓	✓	✓	✓
ROAD	\$2,500	5				✓	✓	✓	✓	✓	✓
GEAR	\$1,500	10							✓	✓	✓
SIG	\$750										✓



“Thanks so much for doing such a fabulous job of hosting the Kelly Brush Ride last weekend. We had a wonderful time, and our team members enjoyed themselves thoroughly!”

“Our team will be there next year, with higher fundraising goals, matching shirts and more members!!! Our team was so impressed by the athletes and appreciative of the opportunity to see what your organization does, that the consensus was they would be more active in fundraising next year!”

Betsy, first time rider in 2017

2017 SPONSORS



AND MORE!

