

Corporate Sponsorship Proposal 2024

3rd Annual Kelly Brush Ride: Bay Area October 19, 2024 | Mill Valley, CA



Why We Ride

Our mission is to inspire and empower people with spinal cord injuries (SCI) to lead active and engaged lives.



The Origins of the Kelly Brush Ride

The Kelly Brush Ride began in 2006 in Vermont, seven months after Kelly Brush was paralyzed in an NCAA alpine ski race at age 19. That year, Kelly's Middlebury College Ski Team teammates cycled 100 miles on move-in weekend to raise money for Kelly to purchase a monoski and return to the slopes.

After the success of that first ride, Kelly and her family realized they could use that community energy to help more people with spinal cord injuries. 19 years later, the Kelly Brush Ride has expanded greatly.

In 2022, Bay Area riders tackled Old Railroad Grade up Mt. Tam to form the Kelly Brush Ride: Bay Area. Since then, the Kelly Brush Foundation has been hosting the Kelly Brush Ride: Bay Area in Mill Valley, California.



Our Impact

Each year, approximately **18,000** people in the U.S. suffer a spinal cord injury. People with SCIs face significant barriers to being active: **physical, financial, and emotional.**

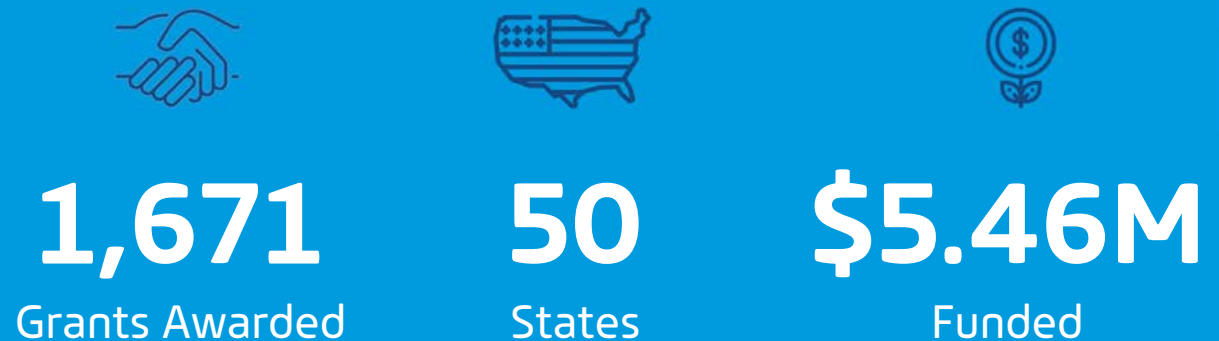
The Kelly Brush Foundation changes lives by:

- Enabling independence through grants for prohibitively expensive adaptive sports equipment
- Hosting camps to foster community and providing experiences in adaptive sports
- Empowering connections through The Active Project, an online digital platform to share knowledge and resources

Average Adaptive Equipment Prices



Our Mission in Action



Our Reach

- Over **21,000** email subscribers
- **14,000** combined followers on Facebook, LinkedIn & Instagram
- National KBF coverage through publications
 - GearJunkie
 - New Mobility
 - Triathlete Magazine
 - Abilities.com
 - SnowBrains



SOLD: HSBC

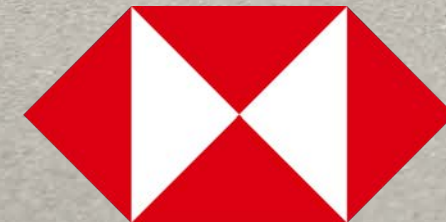
Title Sponsor | \$20,000

Activation Benefits

- Exclusive event naming rights:
 - Kelly Brush Ride: Bay Area *powered by "your company"*
- Opportunity for Kelly Brush to present a keynote on resilience, grit, and determination to your selected audience
- Branded banner in start/finish chute
- (6) Rider registrations

Marketing Benefits

- Exclusive social media post celebrating the partnership (*14,000 organic followers*) plus mentions in all posts regarding Bay Area Ride
- Prominent logo placement on Kelly Brush Ride: Bay Area swag, including:
 - Event water bottle
 - Event t-shirt
- Prominent logo placement on the event website
- Prominent logo placement on thank you card
- Prominent logo placement on all digital communications (*8+ emails to dedicated supporters.*)



HSBC



Freedom Sponsor | \$10,000

Activation Benefits

- Opportunity to have naming rights of the after-party
- Branded banner in start/finish chute
- (4) Rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride: Bay Area swag, including:
 - Event water bottle
 - Event t-shirt
- Logo placement on the event website
- Logo placement on thank you card
- Logo placement on digital communications



Event Sponsor | \$5,000

Activation Benefits

- Branded banner in start/finish chute
- (4) Rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride: Bay Area swag, including:
 - Event water bottle
 - Event t-shirt
- Logo placement on the event website
- Logo placement on thank you card
- Logo placement on digital communications



Grant Sponsor | \$2,500

Activation Benefits

- Branded banner in start/finish chute
- (2) Rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride: Bay Area swag, including:
 - Event t-shirt
- Logo placement on the event website
- Logo placement on thank you card
- Logo placement on digital communications



Foundational Sponsor | \$1,000

Activation Benefits

- (2) Rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride: Bay Area swag, including:
 - Event t-shirt
- Name or company name listed on the event site
- Name or company name included on the thank you card
- Name or company name on digital communications



Sponsorship in Action



Contact Info

The KBF is open to creating a sponsorship that is right for you. To discuss ideas, contact

Todd Munn, Chief Development Officer

todd@kellybrushfoundation.org

203-848-7301

The deadline for logo placement on all marketing materials is May 30, 2023



Additional Information & Media

- Learn more about the impact of your support at the [Kelly Brush Foundation website](#).
- Review our [annual reports](#), read [Kelly's monthly blog](#), and meet our [grantees](#).
- Join us on social media:

