



19th Annual Kelly Brush Ride

September 7, 2024 | Middlebury, VT



Corporate Sponsorship Proposal 2024

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, held on that same weekend every year, is the Kelly Brush Foundation's largest fundraising event.

In 2023, the Kelly Brush Ride raised over \$1.2MM to support the spinal cord injury community.



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.**

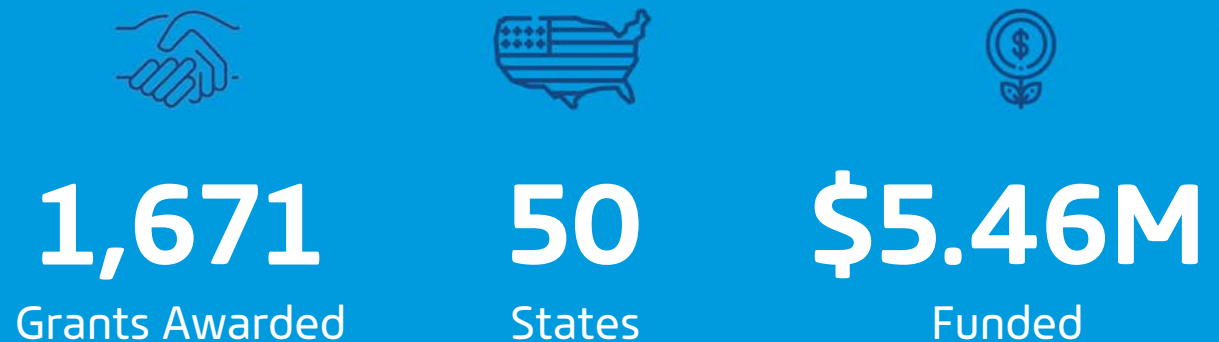
The Kelly Brush Foundation changes lives by:

- 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



Kelly Brush Ride By-the-Numbers



\$9.3M

raised by the Kelly
Brush Ride since 2006



\$834

raised by each cyclist in
2023 on average



5

route options
(10, 20, 50, 100 miles
and 30-mile gravel ride)



\$116,420

raised by the top
team in 2023



75

independently
organized teams



\$3,000 - \$10,000

cost to purchase a handcycle



922

cyclists in 2023

Our Reach

- Over **21,000** email subscribers
- **14,000** combined followers on Facebook, LinkedIn & Instagram
- **232,000** page views on the Kelly Brush Ride website in 2023
- Over 1 million media impressions in 2023
- TV and radio coverage through WCAX and over a dozen syndicated channels



Our Community

- **922** Riders in 2023 (including **53** handcyclists)
- **42%** Female | **58%** Male
- Participants from **35** states
- **75%** in-person | **25%** remote riders
- Over **5,500** organizational donors in 2023
- Our dedicated supporters are outdoor enthusiasts, avid skiers, cyclists, athletes, and corporate and community leaders
- Network of engaged grantees across all **50** states

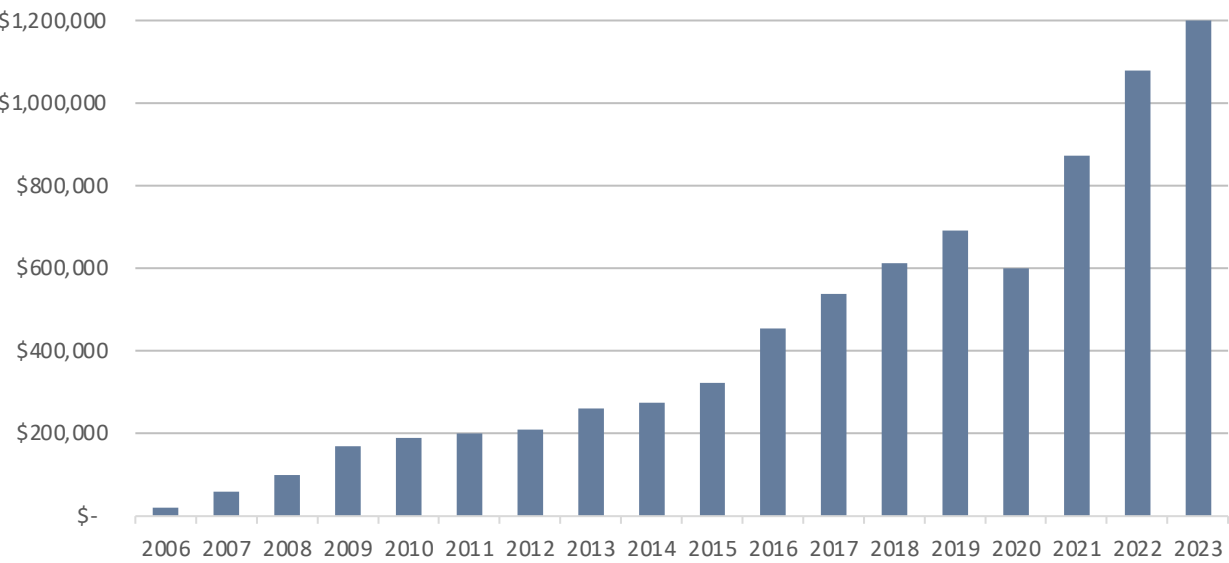


Join Us on the Road the Transformational Growth

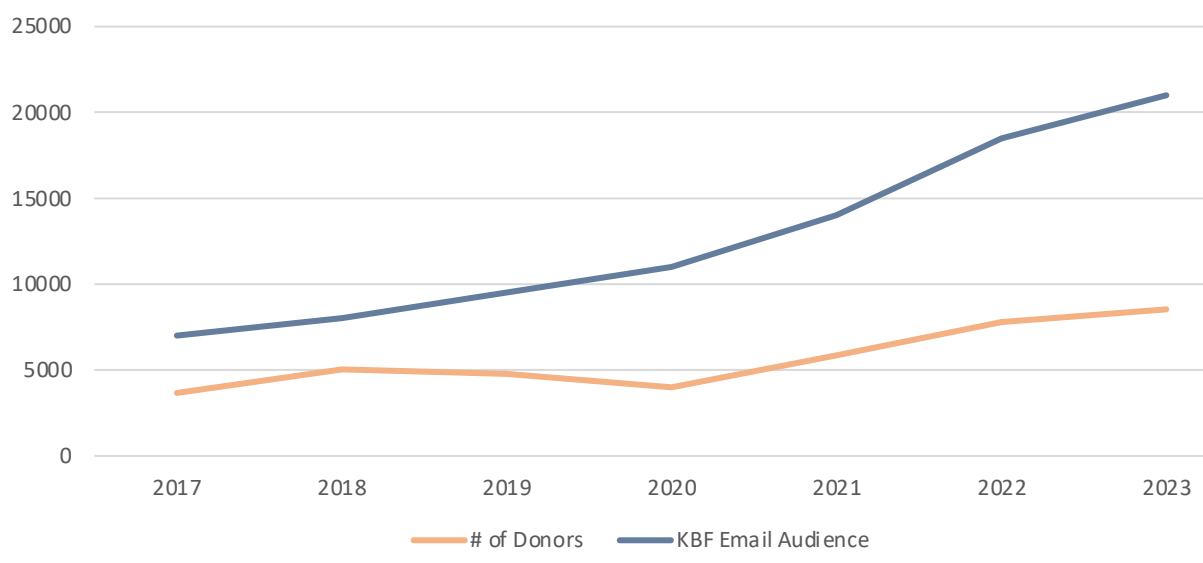
The Kelly Brush Ride has grown from 25 riders in 2006, raising \$16,000, to 922 riders in 2023, raising over \$1.2MM. What began as Kelly and her teammates has been a catalyst for incredible growth.

And we're just getting started! The 2024 ride scheduled for Saturday, September 7, is expected to attract over 1,000 riders and 115 volunteers.

Historical Kelly Brush Ride Revenue Growth



Recent Kelly Brush Ride Audience Growth



In Good Company

Join an exclusive group of corporate and philanthropic leaders



SOLD: Union Mutual Presenting Sponsor | \$45,000

Activation Benefits

- Exclusive event naming rights:
 - Kelly Brush Ride *powered by “your company”*
- Opportunity for Kelly Brush to present a keynote on resilience, grit, and determination to your selected audience
- 10x10 sponsor tent in the Kelly Brush Ride village
- Branded start/finish arch
- (8) rider registrations

Marketing Benefits

- Prominent logo placement on Kelly Brush Ride fundraising incentives
- (2) designated social media posts *(14,000 organic followers)*
- Prominent logo placement on rider bib
- Prominent logo placement on Kelly Brush Ride swag, including:
 - Event hat
 - Event water bottle
 - Event t-shirt
 - Event tote bag
- Prominent logo placement on event website *(160,000 pageviews)*
- Prominent logo on event print material, including:
 - Advertisements
 - Program booklet *(1,000)*
 - Thank you card *(4,100)*



Signature Sponsor | \$30,000

Activation Benefits

- Exclusive on-site activation opportunity (*choose 1*):
 - Hydration Station Sponsor
 - Packet Pick Up Party
- Opportunity for Kelly Brush to present a keynote on resilience, grit and determination to your selected audience
- Opportunity to host 10x10 sponsor tent in Kelly Brush Ride Village
- Branded banner in start/finish chute
- (6) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride fundraising incentives
- (1) designated social media post (*14,000 organic followers*)
- Logo placement on rider bib
- Logo placement on Kelly Brush Ride swag, including:
 - Event hat
 - Event water bottle
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (*160,000 pageviews*)
- Logo placement on event print material, including:
 - Program booklet (*1,000*)
 - Thank you card (*4,100*)



Lead Sponsor | \$20,000

Activation Benefits

- Exclusive on-site activation opportunity (choose 1):
 - Beer Tent
 - Automotive Sponsor / Lead Car
 - Lunch Tent
- Opportunity for Kelly Brush to present a keynote on resilience, grit and determination to your selected audience
- Opportunity to host 10x10 sponsor tent in Kelly Brush Ride Village
- Branded banner in start/finish chute
- (4) rider registrations

Marketing Benefits

- Logo placement on rider bib
 - Logo placement on Kelly Brush Ride swag, including:
 - Event hat (if space allows)
 - Event water bottle
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Freedom Sponsor | \$10,000

Activation Benefits

- Exclusive on-site activation opportunity (choose 1):
 - Handcycle Registration
 - Rider Amenities Tent
 - Photo Booth
 - Kid Zone
- Opportunity to host 10x10 sponsor tent in Kelly Brush Ride Village
- Branded banner in start/finish chute
- (4) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event water bottle
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Event Sponsor | \$5,000

Activation Benefits

- Opportunity to host 10x10 sponsor tent in Kelly Brush Ride Village
- Branded banner in start/finish chute
- (4) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event water bottle
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Grant Sponsor | \$2,500

Activation Benefits

- Branded banner in start/finish chute
- (3) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Custom Add-Ons

Fuel Stop Sponsor

Activation Benefits

- Branded fuel stop at one of our five locations:
 - Addison County Field Days (700+ riders)
 - The Bridge (400+ riders)
 - Button Bay (400+ riders)
 - Ferrisburgh Historical Society (100+ riders)
 - Spear Corner Store (100+ riders)
- Opportunity to staff your employees as volunteers, bring branded tents, and give away your own branded merch
- (3) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Tent Sponsor

Activation Benefits

- Branded tent in the exhibitor village, or sponsor one of these opportunities
 - Coveted BBQ tent
 - Registration
 - Handcycle Registration
 - Coffee, breakfast, and snacks
 - Hydration station
- Opportunity to staff your employees as volunteers, bring branded tents, and give away your own branded merch
- (3) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event t-shirt
 - Event tote bag
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Custom Add-Ons

Gravel Route Sponsor

Activation Benefits

- Sponsor the first Kelly Brush Ride gravel route
- Opportunity to staff your employees as volunteers, bring branded tents, and give away your own branded merch
- (3) rider registrations

Marketing Benefits

- Logo placement on Kelly Brush Ride swag, including:
 - Event t-shirt
 - Event tote bag
- Logo placement in association with the gravel ride
- Logo placement on event website (160,000 pageviews)
- Logo placement on event print material, including:
 - Program booklet (1,000)
 - Thank you card (4,100)



Sponsorship in Action



Contact Info

SPONSORSHIP CONTACT

Todd Munn, Chief Development Officer
todd@kellybrushfoundation.org
203-848-7301

The deadline for logo placement on all marketing materials is May 30, 2024



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:

