

# 4th Annual Kelly Brush Ride

October 25, 2025 | Mill Valley, CA

4th Annual  
Bay Area  
kelly brush  
**RIDE**

Oct 25, 2025

Corporate Sponsorship Proposal 2025



# 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



**\$1,000**  
HOCKEY SLED



**\$4,500**  
ENTRY LEVEL  
HANDCYCLE



**\$5,000**  
BASKETBALL  
CHAIR



**\$5,500**  
ALL-TERRAIN  
CHAIR



**\$8,000**  
MONOSKI



**\$9,000**  
RUGBY CHAIR



**\$10,000**  
PERFORMANCE  
HANDCYCLE



**\$15,000**  
OFFROAD  
HANDCYCLE

## Our Mission in Action



**1,965**  
Grants Awarded



**50**  
States



**\$6.4M**  
Funded



# Our Reach

- Over **21,000** email subscribers
- **15,000+** combined followers on Facebook, LinkedIn & Instagram
- National KBF coverage through publications
  - GearJunkie
  - New Mobility
  - Triathlete Magazine
  - Abilities.com
  - SnowBrains





# Presenting 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.*)





# 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





# Impact 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





# Empowerment 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





# Gateway 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

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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](mailto:todd@kellybrushfoundation.org)

203-848-7301

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



## Additional Information & Media

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- 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:

