

GEAR UP FLORIDA SPONSORSHIP PROPOSAL





OUR STORY

Launched in 1997, Gear Up Florida is a 14-day, 800-mile cycling event across Florida beginning in Miami and ending at the State Capitol in Tallahassee. Gear Up Florida was created with one mission in mind: To reach as many people as possible across the state of Florida with the message of acceptance and understanding on behalf of people with disabilities. Each year, nearly 40 team members embark on the journey and raise over \$80,000 for The Ability Experience and its programs.

CONTACT

THE ABILITY EXPERIENCE

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IN-KIND OFFICIAL SUPPLIER

The Ability Experience accepts in-kind sponsorships for a variety of goods and services. These sponsorships are negotiated on a case by case basis. In-kind sponsors receive sponsorship level equivalent to 60% of the retail price of their donation (Ex. \$10,000 donation earn a \$6,000 sponsorship level) but at full retail value for sponsoring companies' tax purposes.

In-kind sponsors receive similar benefits to cash sponsors listed on this proposal. The sponsorship levels include:

TITLE \$15,000 GOLD \$10,000 SILVER \$5,000 BRONZE \$3,000

	2	*	*						*					BRONZE \$5,000
	2	*	*		*	*	*		*		*			SILVER \$10,000
	2	*	*		*	*	*		*		*			GOLD \$15,000
3	6	*	*	*	***	*	*	*	*	*	*	*	*	PRESENTING \$25,000

SPONSORSHIP LEVELS

Customized Sponsorship

Opportunity for customized event integration to meet business goals

Use of Marks

"Official Sponsor of Gear Up Florida" designation

Opportunity to use The Ability Experience logo for promotional purposes subject to appropriate approvals

Public Relations

Logo recognition on The Ability Experience website, including a hyperlink bringing visitors directly to your website

Recognition in select event promotion (i.e. radio, TV, newspaper, Internet)

Recognition in The Ability Experience Annual Report

Event Integration

Premium placement of company banners at route starts and at arrival in Tallahassee, Fla. (provided by company)

Logo placement on official Gear Up Florida jersey worn by all riders

Logo placement on Gear Up Florida t-shirts worn by all riders and volunteers

Logo placement on Gear Up Florida Signage Logo placement on Gear Up Florida vehicles Opportunity to display products, product sampling, coupon disbursement, or giveaways at stops in various U.S. cities and at the Gear Up Florida arrival in Tallahassee, Fla.

Ride Along opportunities for your staff to participate across the country

Open invitation for friends, family and employees to arrival celebration in Tallahassee, Fla. (subject to capacity limits)

Gear Up Florida Arrival

Company recognition at the Gear Up Florida arrival celebration in Tallahassee, Fla. Tickets to the Gear Up Florida arrival

celebration in Tallahassee, Fla.

Complimentary rooms at the host hotel