



UrbanPromise
15, 30 or 65 Mile Bike Ride

PEDAL
FOR PROMISE

SATURDAY
MAY 04
2013



Corporate Sponsorship Information

Pedal for Promise is a 15-mile, 30-mile or 65-mile bike ride fundraiser between Medford and Tuckerton, NJ. All money raised from this event will go directly toward UrbanPromise Academy's experiential learning programs.

UrbanPromise Academy is a private high school that focuses on the needs of teens who have not met their academic potential in traditional public school settings. Students often enter the school two to three grade levels below average.

The Academy's experiential learning excursions connect academic material to real-world experiences outside the classroom through UrbanPromise's UrbanTrekker program. Students are also offered low student-to-teacher ratios, a family-style learning environment, community service opportunities, mentoring, and weekly Bible classes.

Presently the school boasts of a 100% graduation rate with 90% of the graduates entering colleges and universities. UPA graduates have attended Kean University, Eastern University, Rowan University, Rutgers University, Virginia State University, Cabrini College, Fairleigh Dickinson University, Bloomfield College, Coppin State University, Camden County College and a host of other schools.

For more information visit www.urbanpromiseusa.org/pedal.

UrbanPromise

P.O. Box 1479, Camden, NJ 08105 T: (856) 382-1865 F: (856) 661-1954 www.urbanpromiseusa.org



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WHAT IS PEDAL FOR PROMISE?

A 15, 35 or 65 mile loop through Burlington County, NJ for cyclists of all abilities and ages. The rides will begin and end at Johnson's Corner Farm. All money raised at the event will support experiential learning at UrbanPromise Academy.

WHO CAN PARTICIPATE?

Anyone who can ride a bicycle! This is a great event for everyone from the serious cyclist to a family with children.

WHAT IS THE COST?

Registration is \$45 per individual. We also encourage each rider to fundraise an additional \$200 for UrbanPromise Academy. A guide to help you maximize your fundraising efforts can be located on our website at www.urbanpromiseusa.org/pedal.

Corporations, churches and civic groups can also support Pedal for Promise by sponsoring one of our packages.

Schedule of the Day

65-mile ride

7:00 AM Registration

8:00 AM Start

30 & 15-mile ride

8:30 AM Registration

9:30 AM Start



Johnson's Corner Farm is the official host site of Pedal for Promise. All rides will follow a similar route, beginning and ending at Johnson's Corner Farm in Burlington, NJ with a celebration meal and entertainment.



Online Resources: urbanpromiseusa.org/pedal

- Event registration
 - Corporate sponsorship registration
 - Rider fundraising tips
 - Links to support a rider
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Questions

Please contact Susan Wilhelm at (856) 382-1865 or swilhelm@urbanpromiseusa.org.



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Sponsorship Opportunities

\$15,000 **TITLE SPONSOR**

Benefits: Company name listed as title sponsor on all printed materials including brochures, advertisements, 2 full-page company promotion in Pedal for Promise program, banner, signage at all course rest stops, and on website.

\$7,000 **ELITE STUDENT RIDING TEAM SPONSOR**

Benefits: Company will outfit 15 students on the UrbanPromise Elite Riding Team in a uniform with your company logo as well as shoes and helmets. Company name listed as riding team sponsor on all printed materials including brochures, advertisements, 1 full-page company promotion in Pedal for Promise program, and on website.

\$4,500 **SUPPORT VEHICLE SPONSOR**

Benefits: Company banner on support vans and bus. Company listed as a sponsor on all printed materials including brochures, advertisements, 1 full-page company promotion in Pedal for Promise program, and on banner and website.

\$2,500 **HOSPITALITY SPONSOR**

Benefits: Company name and logo on Breakfast Hospitality Tent, signage at the reception following the ride, one full-page company promotion in Pedal for Promise program, and name and logo on sign, banner and website.

\$2,500 **SHIRT SPONSOR**

Benefits: Corporate logo and name on event t-shirts for participants. Company name on all printed materials, 1 full-page company promotion in Pedal for Promise program, and website recognition.

\$2,000 **REST STOP SPONSOR (3)**

Benefits: Company banner recognition and signage at one of three rest stops. Company listed as a sponsor on all printed materials including brochures, advertisements, 1 full-page company promotion in Pedal for Promise program, and on banner and website.

\$1,200 **DIRECTIONAL SIGNAGE SPONSOR**

Benefits: Company promotion on all directional signage on the course, 1 full-page company promotion in Pedal for Promise program, and recognition on banner and website.

\$200 **AD BOOK SPONSOR**

Benefits: Half-page company promotion in Pedal for Promise program and website recognition.
