



# SPONSORSHIP LEVELS

## BIKE EVENTS

Spring Ride, Summer Family Mountain Biking Festival, Take a Kid Mountain Biking Day, all at China Camp State Park. Festivals feature youth mountain bike skills courses, bike-themed games, and beginner trail rides. Free snacks & refreshments, and fun for all ages.

**SUMMER PROGRAMS** Earn-a-Bike and Mobile Bike Workshops.

**CELEBRITY RIDE** Enjoy a youth ride with a mountain biking celebrity.

Sponsorship Benefits	Gold (Bike Events) \$10,000	Pearl (Summer Program) \$5,000	Diamond (Events/ Programs OR Celebrity Ride) \$2,500	Bronze (Youth Development) \$1,000
Organic Mentions on Social Media				
Logo on Re-Cyclery banner located in storefront				
Hyperlinked Logo on Sponsorship Page				
Logo on Homepage				
Exclusive youth program logo giveaway				
Logo In Bike Messenger E-News (7,000 subscribers)				
Article in Bike Messenger E-News (7,000 subscribers)				
Exclusive event tabling & Logo Giveaway				
Exclusive logo on 4 event banners				



# SPONSORSHIP FORM

## Sponsorship Level

Gold \$10,000  Pearl \$5,000

Diamond \$2,500  Bronze \$1,000

Name (as desired for publication): \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

## Preferred Payment Method

A check payable to Trips for Kids Marin is enclosed in the amount of \$ \_\_\_\_\_

Please charge:  Visa  Mastercard Amount: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

CVC (3-digit code on back): \_\_\_\_\_ Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Deadlines may apply for acknowledgement on certain printed event materials.**

Please email this form to [megan@tripsforkidsmarin.org](mailto:megan@tripsforkidsmarin.org) or mail to:

### Trips for Kids Marin

610 Fourth Street  
San Rafael, CA 94901

For more information, contact Megan Wayne, [megan@tripsforkidsmarin.org](mailto:megan@tripsforkidsmarin.org) 415.458.2986 ext 9.



# TRIPS FOR KIDS MARIN OVERVIEW 2019

**Trips for Kids Marin** (TFKM) is a 501(c)(3) that offers free cycling programs for low-income youth in six Bay Area counties (Contra Costa, San Francisco, Alameda, Solano, San Mateo, and Marin). Trail Rides take youth on mountain bike rides; Earn-A-Bike and Mobile Bike Workshops teach kids basic bike repair, riding skills, job readiness skills, and the opportunity to earn a bike of their own.

For most of our participants, we are introducing them to the parks and open spaces near their neighborhoods for the very first time! We provide the leadership, bicycles, helmets, and tools for deep learning and fun. TFKM is a pathway to help youth achieve recommended levels of daily physical activity, combat childhood obesity, learn about protecting the environment and equip them with STEM skills.

## Top 3 things about Trips for Kids Marin

1. According to a study released by UCLA and the California Center for Public Health, more than 50 percent of low-income Bay Area youth are overweight or obese due to the physical inactivity crisis. TFKM rides easily exceed these recommended exercise goals; a typical ride covers 8 miles over four hours and burns 860 calories per youth. TFKM rides and Ranger-led field trips are extraordinary classrooms for connecting kids to nature and historic places, teaching the value of environmental stewardship for future generations.
2. Kids learn hands-on bicycle repair and mechanic skills in our Earn-a-Bike (EAB) program including: gauging tire air pressure, fixing a flat, adjusting brakes, and building a bicycle. Youth earn a bike to keep, repair and maintain. EAB provides career-focused mentorship so youth can master skills that qualify them for professional internships at our Re-Cyclery bike shop.
3. Post ride surveys show that kids and partners gave positive ratings of 90% or higher for experiencing increased confidence, physical activity, stress reduction, job skills, eating healthy foods, and long-term health benefits. TFKM is unique in its bicycle-focused youth development work because we offer our programs and adult mentoring every week, all year long. While a few others provide new bikes to at-risk youth, TFKM actually teaches our kids safe riding skills, trail etiquette, and how to maintain their bikes, as well as letting them earn their own bicycle. Our programs self-empower youth every day!

Our current funding opportunities will allow TFKM to remain a reliable resource for Bay Area youth agencies and schools seeking physical activities and STEM infused curriculum for their kids for another 30 years. Demand for our youth services always increasing, your gift will be a worthwhile community investment. Funding is critically needed to ensure our programming continues uninterrupted and can maintain its excellent quality and youth impact.

1. Help deliver over 160 Trail Rides for 1600 Bay Area youth for \$10,000.
2. Help over 100 Canal Community youth attend our 8-week Earn-a-Bike sessions for \$5,000.
3. Help 150 youth learn safe bike riding at Marin after-school locations through our Mobile Bike Workshops for \$5,000.

You have the power to transform the lives of thousands of underserved Bay Area kids. We are most effective in partnership with the generous support of those who know the power of physical activity, instilling confidence and environmental stewardship, and mentorship for the next generation. Together we can help youth pedal forward to a brighter, healthier future.