



**American Red Cross**  
Pacific Coast



# RIDE FOR THE RED

Benefiting Service to the Armed Forces

November 12, 2022

## Sponsorship Opportunities & Benefits

Ride for the Red was created by passionate, local volunteers eager to share the story and history of the Red Cross Service to the Armed Force program. Join the Red Cross for an amazing cycling event that takes riders through beautiful Ventura County with a ½ Metric Century (30 mile), Metric Century (61 miles) and Century (99 mile) cycling ride with periodic rest stops and lunch at the finish.

Partnership Benefits	\$15,000	\$10,000+	\$5,000+	\$2,500+
Complimentary Operation: Ride for the Red Registration	6	4	2	1
Recognition and listing as Presenting Sponsor	✓			
Quote from Regional Executive for localizable press release	✓			
Speak during lunch time presentation (2 mins)	✓	✓		
Name in local press release	✓	✓		
ARC representative to attend check presentation	✓	✓	✓	
One company-managed booth space at the event (limit: 5, no sales allowed)	✓	✓	✓	
Logo or name on event materials	✓	✓	✓	✓
Recognition in regional Volunteer Newsletter	✓	✓	✓	✓
Logo or name on ride jerseys (club cut and race cut)	✓	✓	✓	✓
Onsite recognition during post-ride party	✓	✓	✓	✓
Volunteer opportunities for your employees	✓	✓	✓	✓
Recognition in regional social media channels	✓	✓	✓	✓
Logo or name on thank you banner	Logo	Logo	Logo	Logo
Recognition on regional Ride for the Red webpage	Logo	Logo	Logo	Logo
Recognition certificate	✓	✓	✓	✓

### In-Kind Partners

In-Kind donors (donating goods or services) valued at \$2,500 or higher will be listed with sponsorship levels according to amounts donated. In-kind partners under \$2,500 will be listed in name only as “In-Kind Partners” And will include logo or name on signage and event materials.

For more information, contact: Anne Kratz, Regional Philanthropy Officer, American Red Cross  
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[redcross.org/rideforthered](https://redcross.org/rideforthered) to make an online donation.