

2024

Ride like madd[®]

TOUR DE FLORIDA

An award-winning event

MAY 2024

ONE MONTH. ONE GOAL. END IMPAIRED DRIVING.

PROPOSAL

FOR SPONSORSHIP

2024 RIDE LIKE MADD

How it Works

Any bike. All ages. Any location. All fitness levels.

Riders will register at www.madd.org/ridefl.

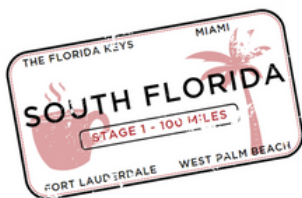
On May 1, 2024 they will set their ride goal and start riding for a future of #NoMoreVictims.

STAGES OF THE TOUR DE FLORIDA



Start your Tour-De-Florida by symbolically riding your first 39 miles in recognition of the person that is killed by an impaired driver every 39 minutes. By completing these 39 'MADD' miles – you will receive this event sport towel.

STAGE 1



100 MILES

Virtually cycle from the Florida Keys through the Magic City up to Palm Beach!

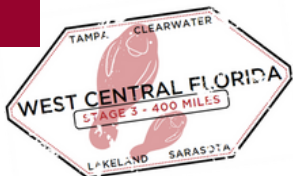
STAGE 2



250 MILES

Then symbolically cycle Alligator Alley and explore Southwest Florida.

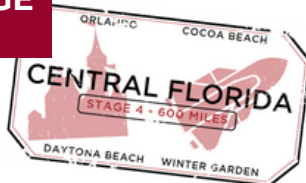
STAGE 3



400 MILES

Visualize traveling up the gulf coast and exploring the Greater Tampa Bay area.

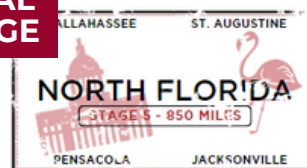
STAGE 4



600 MILES

Imagine cycling across the state as you experience all of the magic and attractions that Florida has to offer.

FINAL STAGE



850 MILES

Finish by cruising through the oldest city in America, the state capital, and the Forgotten Coast.

Complete a stage in the Tour de Florida Cycling Challenge and receive this year's Ride Like MADD dri-fit shirt! Your shirt will be customized to show off each stage's completion.



ABOUT US

MADD FLORIDA

You can join Mothers Against Drunk Driving in the fight against impaired driving and play a key role in keeping our roads safe. Not only would your sponsorship help MADD fulfill its mission to stop drunk driving, help fight drugged driving, support victims, and prevent underage drinking, it also provides unparalleled exposure for your company.

Ride Like MADD Florida is a signature fundraising event to help us raise both awareness and funds to eliminate drunk driving in Florida. Many who participate have a common bond. They know someone who has been injured or killed in a drunk driving crash involving a cyclist, or they feel strongly about ending drunk driving.



WHY SUPPORT MADD



In 2023, MADD Florida staff provided 8,037 victim services to 812 victims and survivors in Florida.



All of our services and programs are free of charge to the community.



In 2023, MADD Florida staff conducted 495 awareness presentations, and attended 66 community outreach events.



MADD Florida reached 13,991,732 Floridians.

IN 2023, MADD FLORIDA UNFORTUNATELY HAD OVER 300 NEW VICTIMS OF IMPAIRED DRIVING JOIN THE RANKS OF THE THOUSANDS WHO HAVE ALREADY COME THROUGH OUR DOORS IN NEED OF HELP DURING A CATASTROPHIC TIME IN THEIR LIVES.



In memory of Chet Smith & Jake Boykin

Since its inauguration in 2022, Ride Like MADD has raised 62K+ to create a Florida of #NoMoreVictims

2023 RIDE LIKE MADD REACH



138
STRAVA
FOLLOWERS



50
TEAMS



300+
SOCIAL MEDIA
POSTS



22,497
SOCIAL MEDIA
REACH



241
PARTICIPANTS



1M+
MEDIA REACH



2023 RIDE LIKE MADD RESULTS

- | 3 partnerships with indoor cycling studios
- | 2 physical rides | 4 youth riders |
- | 9 out of state riders | 11 law enforcement teams | 209 participants rode miles | 32 riders earned 39+ miles prize | 58 riders earned Stage 1 | 41 riders earned Stage 2 | 45 riders earned Stage 3 | 3 riders rode more than 1,000 miles | 70 participants earned the cycling jersey



Notable Past Partners:



Get a commemorative cycling jersey by raising \$250 before the end of May.

SPONSOR LEVELS:

Presenting Sponsor (1 spot)

- Placement of Company logo in premiere location on event jersey and company name on towel
- Company logo included on event website, Dri-fit Finisher's shirts, press release & email marketing
- 6 event jerseys
- Weekly social media posts until the end of the challenge throughout all FL MADD social media accounts (including STRAVA)
- Opportunity to have MADD Florida support a company's event by having a MADD table with prevention materials and swag
- 25 event registrations + 20% promo code
- 4 tickets to the 2023 Statewide Law Enforcement Recognition event

\$5,000

Corporate Wheel Heroes (2 spots)

- Placement of Company logo on Jersey
- Company logo included on event website, Dri-fit Finisher's shirts, & email marketing
- 3 event jerseys
- Bi-weekly social media posts until the end of the challenge throughout all FL MADD social media accounts & Instagram Live Interview with sponsor.
- Company's biweekly ad on the Strava Challenge
- 15 event registrations + 15% promo code
- Opportunity to have MADD Florida support a company's event by having a MADD table with prevention materials and swag
- 1 Private MADD Power of Parents presentation for your staff at your location
- 2 tickets to the 2023 Statewide Law Enforcement Recognition event

\$3,000

Ride Stage Sponsor (5 spots)

- Placement of Company logo on jersey
- Company logo included on event website, Dri-fit Finisher's shirts, & email marketing
- 3 event jerseys
- Advertising throughout all FL MADD social media accounts as Stage Sponsor
- Company's logo on scrolling banner on STRAVA challenge as Stage Sponsor
- 10 event registrations + 10% promo code

\$1,750

Advocates of Bicycle Safety

- Company logo included on event website
- Company name on event shirts.
- 2 event jerseys
- Advertising throughout all FL MADD social media accounts
- 5 event registrations

\$1,000

Friends of Ride Like MADD

- Company logo included on event website
- Company name on event shirts
- 1 event jersey
- 2 event registrations

\$500

SPONSORSHIP COMMITMENT FORM AND AGREEMENT

THIS Partnership AGREEMENT (“AGREEMENT”), EFFECTIVE THIS DAY, 2024 (HERE IN AFTER THE “EFFECTIVE DATE”), BY AND BETWEEN MOTHERS AGAINST DRUNK DRIVING® (“MADD”), HEADQUARTERED AT 511 E. JOHN CARPENTER FREEWAY, SUITE 700, IRVING, TEXAS 75062, AND (“PARTNER”), LOCATED AT (“PARTNER”). THE PURPOSE OF THIS AGREEMENT IS TO ALLOW PARTNER TO BECOME A LOCAL PARTNER OF MADD’S RIDE EVENT (“THE EVENT”).

PARTNER AGREES TO THE FOLLOWING DESIGNATED LEVEL:

- PRESENTING SPONSOR \$5,000
- CORPORATE WHEEL HEROES \$3,000
- RIDE STAGE SPONSOR \$1,750
- ADVOCATES OF BICYCLE SAFETY \$100
- FRIENDS OF RIDE LIKE MADD \$500

BY SIGNING THIS AGREEMENT, PARTNER AGREES TO BE BOUND BY THE RIDE LIKE MADD PARTNERSHIP TERMS AND CONDITIONS, ATTACHED AND INCORPORATED HERE IN, AS WELL AS ALL ADDITIONAL TERMS AND CONDITIONS SET FORTH IN THE RIDE LIKE MADD PARTNERSHIP PROPOSAL, INCLUDING BUT NOT LIMITED TO THE BENEFITS RELATED TO EACH PARTNERSHIP LEVEL, WHICH IS HEREBY INCORPORATED IN THIS AGREEMENT.

PAYMENT AND BENEFITS TERMS THE PARTIES AGREE THAT PARTNER’S PAYMENT TO MADD AT THE LEVEL INDICATED ABOVE MUST BE SUBMITTED TO MADD IN FULL BY EVENT DATE. THE PARTIES FURTHER AGREE THAT IF PARTNER RECEIVES ANY OR ALL OF THE BENEFITS THAT PARTNER SHALL BE TITLED TO PER THIS AGREEMENT PRIOR TO SUBMITTING ITS REQUIRED PARTNERSHIP PAYMENT IN FULL, PARTNER SHALL BE OBLIGATED TO PAY TO MADD THE FAIR MARKET VALUE OF THE BENEFITS RECEIVED BY PARTNER.

COMPANY NAME: _____ COMPANY REPRESENTATIVE: _____
PRINTED NAME: _____ TITLE: _____
ADDRESS: _____ CITY: _____
STATE: _____ ZIP: _____ PHONE NUMBER: _____
NAME OF SOCIAL MEDIA ACCOUNTS OR TAGS: _____
EMAIL: _____
CREDIT CARD#: _____ CVV: _____ EXP: _____
SIGNATURE: _____ DATE: _____

THANK YOU FOR YOUR TIME AND CONSIDERATION.

We hope you’ll join us for an unforgettable ride!



787-525-9199



claudia.machado@madd.org

Have a question ? Feel free to call us, text us or email us.