



## Sponsorship Levels

Hero	\$5000 up
Champion	\$1000-\$4500
Leader	\$500-950
Angel	\$200-450
Guardian	\$100
Member	\$15-50

BikeAthens promotes transportation and land-use policies that improve alternative modes of transportation, including pedestrian, cycling, and public transit options. We seek environmentally sustainable, practical, convenient, and safe options for all. All sponsorships, donations and membership fees support our community service programs, educational outreach and advocacy efforts.

Below we describe your opportunities to participate with donations, or for your exclusive sponsorship of individual projects. The benefits for your level of participation, beyond the good it does for the community, are summarized at the end of this document.

## Bicycle Recycling Program

### Sponsorship Opportunities

BikeAthens has two categories of sponsorship available: project sponsorship and program sponsorship. Sponsorships are available on an annual basis. Sponsors will receive recognition for their contributions on the BikeAthens website, publications (such as newsletter and bicycle map), on event-related advertising and promotion and on weekly postings to members of the BikeAthens Announcements listserv. The chart below details the types of recognition based upon sponsorship level. All sponsorship funds and contributions are tax deductible. Sponsors should realize levels change annually.

#### Project Sponsor

A Project Sponsor believes strongly in achieving the goals of a specific project (Ride Home, Holiday Bikes for Kids, Camp Summer Spree, Workshop Investment). A project sponsor commits to funding all expenses associated with a project, becoming the exclusive project sponsor.

#### Program Sponsor

A Program Sponsor values the mission of the entire Bicycle Recycling Program (BRP) and desires to support the program and all its projects. Program sponsors can

contribute to the Bicycle Recycling Program at three levels: Leader, Domestique and Contributor. Program sponsor funds are directed to all the BRP projects. Sponsors who supports at a level equivalent to 60% (or more) of total annual Bicycle Recycling Program projected expenses will be recognized as the Leader Sponsor; Domestique: 35%; Contributor: 15%.

## **BRP Projects for 2007**

### **Ride Home**

Ride Home is the foundation project of the Bicycle Recycling Program. This project obtains and refurbishes used bicycles, equips them with a lock, lights and helmet. Each bicycle costs an average of \$55 to refurbish and outfit. This project will deliver 50 bicycles in 2007. Project costs also include facility rental and supervisory staff.

Current recipients of bicycles are enrolled in the Job Trek program. Its mission is to provide those willing to be responsible for their reintegration into the economic community with a helping hand.

Total project cost: \$5700.

### **Holiday Bikes for Kids**

After Thanksgiving BRP focuses on refurbishing bicycles for children. These bicycles are given to low-income kids at a local school and to those children that are spending Christmas at the Athens Area Homeless shelter. Each bicycle is equipped with a helmet and takes approximately 8 hours of volunteer time to repair. In 2007 this project will deliver 18 bicycles.

Total project cost: \$1300.

### **Camp Summer Spree**

The camp provides kids at risk with an opportunity to attend a traditional summer camp. Established by Dr. David and Becky Lockman, the camp has been hosting kids for the last seven summers. The camp works in partnership with DFCS to identify participants and provides meals, instructional and athletic activities. The Bicycle Recycling Program delivers a five-day hands-on bicycle repair workshop to 10 of the camp participants. Each participant receives a used bicycle, which they refurbish, and a helmet. The program also provides tools (retained by the program) and necessary parts.

Total project cost \$1100.

### **Workshop Investment**

The workshop is the 'hub' of all BRP activities. The current workshop is located in a studio in the Chase Street Warehouse complex. The studio is a significant improvement over our last workspace (a set of metal storage buildings) but still needs some more equipment and furnishings to enable a higher level of volunteer productivity. Specifically, the Workshop Investment project will include the following: constructing and equipping sturdy work benches with peg boards for tool storage, constructing a rack for the vertical storage of bicycles, and outfitting the repair stations with a set of basic tools.

Total project cost: \$850.

## Summary of Sponsor Recognition

	Recognition			
	Website	Listserv	Newsletter	Advertising
Sponsor Level				
Project	X	X	X	
Program - Leader	X	X	X	X
Program - Domestique	X			X
Program - Contributor	X			