



SPIN-A-THON 2021 Sponsor Opportunities

Kick-off Party January 28, 2021

The Ride and The Move February 14 - 20, 2021

Registration opens January 1, 2021

100% of the event proceeds fund community grant outreach to get youth playing, competing and participating.

The Multnomah Athletic Foundation is a 501 (c) 3 public nonprofit. We have provided over \$720,000 in community grants supporting youth sports opportunities and awarded \$1.5 million in scholarships to student athletes in the Portland metro area.

Athletics look different, education looks different, gatherings look different. Our commitment to the communities we serve remains resolute. The Multnomah Athletic Foundation in 2020 has invested over \$115,000 in grants and an additional \$129,000 in scholarships with help from people like you!

Our community has continued to lean in and step up to enable access to youth participation in sports. One way that you can do that is through participating in our Spin-A-Thon fundraiser, and this year even the Spin-A-Thon will look a little different.

The annual Spin-A-Thon is changing gears and going virtual. Our goal remains the same: to ride and move so that kids have access to sports and education.

There is just so much to love about this event from the volunteers in tutus, the friends, the energy, and the music - we can't wait to show you how we've adapted and expanded for 2021. While we are still working on the details, we can tell you this, you will spin, you will move, and you will do good for the community we serve with two opportunities to be involved this time around!

The Ride and The Move are part of a week-long event set to take place between February 14th-20th and will kick off with a free virtual celebration held on January 28th. The kickoff celebration is an opportunity for community connection, laughter and building momentum for The Ride and The Move.

The event will offer two different options. The Ride (\$100 contribution per person) will include virtual spin classes, virtual yoga classes and a goodie bag. The Move (\$10 per person) will focus on participation in any sport or activity you love (running, skiing, walking, riding, etc) concluding with a drawing and prizes for those with the most activity points at the end of the week. We encourage families, friends or existing groups to connect, join forces and track movement as a team, all possible through the event app. Please note that attendees of The Ride event will also have access to The Move events and perks.

Your donation is tax-deductible to the extent allowed by law. Our Federal Tax ID is #93-1014651. As a sponsor, there are many benefits and options for your contribution. You can pay online with a credit card, send a check to Multnomah Athletic Foundation or we can send an invoice to your business.

Please contact Lisa Bendt at 503-840-7091 to discuss sponsorship opportunities.

More information at [MultnomahAthleticFoundation.com](https://www.MultnomahAthleticFoundation.com)

BIG WHEEL Sponsor \$5,000

- Identified as a **BIG WHEEL** Sponsor in all marketing for the event
- BIG WHEEL Sponsor logo in Winged M magazine in February 2021 (deadline Jan 12th)
- BIG WHEEL Sponsor Logo listing in slides at Kickoff event and virtual Closing Event
- Your logo prominently displayed on the banner in spin event spaces during the Feb 14 event
- Social media exposure via Facebook, Instagram and possibly the new Move app
- Story and hyperlink to your organization's website on the Multnomah Athletic Foundation website for a year
- Opportunities for a representative to speak at the kickoff party, closing event, and the in sponsor video spots during the Ready.Set.Move campaign.
- Invitation and recognition at the virtual kickoff party, closing event and during the Ready.Set.Move campaign
- Five All-Access Pass registrations and 10 Move registrations to use or offer to your team
- Sponsor focus on the top of each riding hour or class during the Ride and the Move
- First right of refusal for next year

DERAILLEUR Sponsor \$2,500

- Identified as a **DERAILLEUR** Sponsor in all marketing for the event
- DERAILLUER Sponsor logo in Winged M magazine advertisement in February 2021 (deadline Jan 12th)
- DERAILLUER Sponsor Logo listing in slides at Kickoff event and virtual Closing Event
- Inclusion on the sponsor displays in the event spin spaces, social media exposure via Facebook, Instagram and possibly the new Move app
- Three All-Access Pass registrations and 10 Move registrations to use or offer to your team
- Invitation and recognition at the virtual kickoff party, closing event and during the Ready.Set.Move campaign

HANDLEBARS Sponsor \$1,000

- Identified as a **HANDLEBARS** Sponsor of the Spin-a-thon in all marketing for the event
- HANDLEBARS Sponsor name listing in Winged M magazine advertisement February 2021 (deadline Jan 12th)
- HANDLEBARS Sponsor Logo listing in slides at Kickoff event and virtual Closing Event.
- Inclusion on the sponsor displays in the event spin spaces, social media exposure via Facebook, Instagram and possibly the new Move app
- Two All-Access Pass registrations and 10 Move registrations to use or offer to your team
- Invitation and recognition at the virtual kickoff party, closing event and during the Ready.Set.Move campaign

SPOKES Sponsors \$500

- Identified as a **SPOKES** Sponsor of the Spin-a-thon in all marketing for the event
- SPOKES Sponsor name listing in Winged M magazine advertisement February 2021 (deadline Jan 12th)
- SPOKES Sponsor name listing in slides at virtual Closing Event.
- Inclusion on the sponsor displays in the event spin spaces, social media exposure via Facebook, Instagram and possibly the new Move app
- One All-Access Pass registration and 5 Move registrations to use or offer to your team
- Invitation and recognition at the virtual kickoff party, closing event and during the Ready.Set.Move campaign

PEDALS In-Kind Sponsors, Prize Sponsors and Auction Sponsors

- **PEDALS** name listing on kickoff party virtual space, spin event spaces banner and wrap up party virtual space.
- Inclusion on the sponsor displays in the event spin spaces, social media exposure via Facebook, Instagram and possibly the new Move app
- Invitation to the kickoff party, closing event and recognition during the Ready.Set.Move campaign
- App sponsorship available
- Media sponsorship available
- Video Production sponsorship available

All riders, sponsors, supporters and guests will gather for a Kickoff party and closing event to celebrate our community on January 28 and on February 20 to wrap up the fun, the participation effort and the community outreach made possible by the event.

All sponsors have an option to include promotional items in the 2021 goodie bags. We will offer bags to the first 200 individuals who register for the new All Access Pass.