

# 1.21.18

THE RECOVERY RIDE.ORG |  

12 | 25 | 40 MILE ROUTES

40 MILE



25 MILE



12 MILE



SAN DIEGO, CALIFORNIA

REGISTER EARLY, BRING FRIENDS, BRING WHEELS

# THE RECOVERY RIDE

SUPPORTS STEPPING STONE OF SAN DIEGO AND THE SAN DIEGO HIV FUNDING COLLABORATIVE



# THE RECOVERY RIDE

## RECOVERY RIDE 2018

We are so excited to be “gearing up” for The Recovery Ride 2018! I would like to thank you for your time and interest in supporting our mission. The Recovery Ride is a charity bike event connecting our love of cycling with our commitment to giving back to the communities we live in. Participants will engage in a healthy activity while raising awareness about recovery from alcohol and drug addiction and HIV prevention.

As we gear up for our event, we would like to invite you to partner with us and support our mission. You will be connected with a broad based community of riders and volunteers that want to have fun and give back, avid supporters of the recovery and HIV communities, and health-conscious event participants. Our communities are tightly-knit and loyal to the business that support our cause. There will be different opportunities for engagement to promote your brand and products.

The event this year will take place January 21, 2018 with a start and finish-line festival at Swiss Park along the Bayshore Bikeway circling San Diego Bay. We expect a minimum of 350 participants this year, following on the huge success of our 2016 and 2017 events. Riders can once again choose one of three cycling routes (12/25/40 miles), satisfying the casual rider, as well as those training for the tour!

Enclosed is our partnership benefits information and some details about the event. To realize the full benefit of our joint publicity, please get in touch as soon as possible. You can also see this information online at [therecoveryride.org/sponsorship](http://therecoveryride.org/sponsorship).

If you have any questions please let us know. Otherwise, let’s look forward to grabbing a friend, getting on a bike, and “getting our hearts in gear” for a great cause.



### SPONSORSHIP CONTACTS

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# THE RECOVERY RIDE

## EVENT PHOTOS





# THE RECOVERY RIDE

## SPONSORSHIP LEVELS

### "TITLE EVENT" SPONSOR

\$10,000 and above

- Main Title Event Sponsor
- Start/Finish Line Exclusive Branding
- Primary logo on event jerseys
- Name listed at all locations
- Photo Watermark Opportunity
- Check Presenting / Presentation
- Logo on bike number placards
- 5 free registrations

### PLATINUM "FESTIVAL" SPONSOR

\$5,000 and above

- Festival Sponsor - full branding at festival
- Large logo on event jerseys
- Logo on bike number placards
- 5 free registrations
- Verbal recognition at event

### GOLD "REST STOP" SPONSOR

\$2,500 and above

- Rest Stop Sponsor - full branding at one rest stop
- Logo on event jerseys
- 2 free registrations
- Verbal recognition at event

### SILVER SPONSOR

\$1,000 and above

- Logo on event jerseys
- Verbal recognition at event

### ALSO INCLUDED WITH ALL SPONSORSHIP LEVELS:

- Organization name on t-shirt
- Logo and link on website and partner newsletter
- Logo on signage and posters (1000+)
- 10'x10' Exhibit Space at Festival





# THE RECOVERY RIDE

## BENEFICIARIES

### STEPPING STONE OF SAN DIEGO, INC.

Stepping Stone of San Diego provides a long-term residential recovery program with a focus on the LGBT community, with doors open to all who seek their services. Stepping Stone also provides aftercare services, and support services for those affected by HIV. By design, no one is turned away for lack of funds at Stepping Stone. Their services mend lives and give clients the tools to break free from the grip of addiction. People are given new positive direction and their lives back. Broken souls are healed and families are reunited. Stepping Stone's important work turns alcoholics and addicts into miracles.



### SAN DIEGO HIV FUNDING COLLABORATIVE

The San Diego HIV Funding Collaborative (SDHFC) is a program chaired by the San Diego Human Dignity Foundation (SDHDF).

Established in 1990 by a group of local funders and community members concerned with the impact of AIDS on the San Diego region, the San Diego HIV Funding Collaborative's mission is to raise, leverage and collaboratively allocate private funds in order to reduce the impact of HIV in the San Diego region.





# THE RECOVERY RIDE

## MEDIA

FOR IMMEDIATE RELEASE

The Recovery Ride plans SECOND ANNUAL charity bike ride

San Diego, CA - August 1, 2017- The Recovery Ride is excited to announce that its third annual charity bike event will take place on Sunday, January 21, 2018. This year's event, whose beneficiary partners will be Stepping Stone of San Diego and The San Diego HIV Funding Collaborative, is intended to kick off 2018 with a healthy activity, fulfill New Year's resolutions, and raise needed funds for San Diego-based nonprofits. Participants will pair their love for cycling with raising funds for charity.

According to Ride Co-Directors Jere Halligan and, The Recovery Ride is expected to attract about 350 riders and volunteers. The event provides a choice of three route lengths (12/25/40 miles), providing fun options for everyone, whether a casual rider or triathlete! All three rides will originate at Swiss Park in South Bay and cycle along the Silver Strand, to the Olympic Training Center, and beyond, depending on the route chosen. Ride-out times will be staggered from approximately 8:00 am to 9:30 am, and all are anticipated to be back to the finish line between 11:00 am and noon.

The idea for the ride was borne out of a couple of friends riding together on another charity bike event. "Jere and I participated in the AIDS Life/Cycle ride together and fell in love with cycling for a cause. A 'recovery ride' is usually known as a shorter ride the day after a long, grueling one, but there's obviously a double entendre there. We want to share our passion and inspire others to 'get their hearts in gear' for a great cause," said Ride Co-Director Rob Rubright.

The Recovery Ride aims to connect a love of cycling with a commitment to helping others and support for those on this journey. "This will be a fun event – we don't take ourselves too seriously. The Recovery Ride will most likely have a ton of fun, a lot of heart, maybe a few tears, and fits of cheering. What won't we have? A lot of competition and a requirement to wear spandex (although we don't mind if you do!). Thanks to our sponsors, all the money raised via registrations goes directly to our beneficiaries, and – most importantly - stays in San Diego," added Jere Halligan, Ride Co-Director.

Recovery Ride organizers are partnering with community groups and other organizations to "host" rest stops and the festival to welcome and cheer riders and hand out refreshments. In 2016, The Sisters of Perpetual Indulgence signed on to host Rest Stop 1 at Babycakes Café in Imperial Beach. Each rest stop will have its own theme, performance, dance, music, etc.

The Recovery Ride is an alcohol and drug-free charity bike ride – this year, its beneficiary partners will be Stepping Stone of San Diego and The San Diego HIV Funding Collaborative. In 2016, Stepping Stone celebrated its 40th anniversary helping the LGBT community - and friends - overcome a seemingly hopeless life of drug and alcohol addiction, and get treatment for HIV/AIDS. Stepping Stone provides a long-term residential recovery program, aftercare services, and support services for those affected by HIV. By design, no one is turned away for lack of funds at Stepping Stone. Their services mend lives and give clients the tools to break free from the grip of addiction. People are given new positive direction and their lives back. Broken souls are healed and families are reunited. Stepping Stone's important work turns alcoholics and addicts into miracles. The San Diego HIV Funding Collaborative (SDHFC) is a program chaired by the San Diego Human Dignity Foundation (SDHDF). Established in 1990 by a group of local funders and community members concerned with the impact of AIDS on the San Diego region, the San Diego HIV Funding Collaborative's mission is to raise, leverage and collaboratively allocate private funds in order to reduce the impact of HIV in the San Diego region.

In addition to the ride, organizers are planning a "Day Zero" event at the Stepping Stone residential treatment center – 3767 Central Avenue in San Diego – to permit riders to pick up registration packets, and introduce participants to the great work being done by Stepping Stone. The Day



*Ride Participant interviewed for CW6 San Diego - January 10, 2016*

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*Day Zero Event @ Stepping Stone*