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Greetings!

In Kalamazoo, traditions hold a special place. Open Roads is thrilled that the annual Tweed Ride is becoming one of those cherished traditions. Now in its 8th year, it is a celebration of cycling, local youth, and our love for this community. The event has expanded to include the **Tweed Ride and Gala! We invite you and your business to be a part of this event**, which takes place on **Saturday, Oct 5**. It is sure to be even more fun, more Tweed-o-riffic, and more exciting than ever before!

Date & Time: Saturday, Oct. 5: 3-6 p.m.

- Part 1: The Tweed Ride - Starting @ 3 p.m.
- Part 2: The Tweed Gala - Starting @ 4 p.m.
- Part 3: The Dinner at 600 Kitchen - Starting @ 6 p.m.
 - Ride Location: Riverview Launch, 1523 Riverview Drive
 - Gala Location: The Foundry, 600 E. Michigan Avenue

Tickets:

- Individual Rider + Gala: \$40
- Family Ride + Gala: \$80
- Ride + Gala + Dinner: \$100 (Includes an exclusive dinner at 600 Kitchen)
- Couple Ride + Gala + Dinner: \$180



For tickets and more details, please visit <https://www.openroadsbike.org/>

This year includes a few new and exciting elements and will be truly unforgettable. From live jazz and hors d'oeuvres to a silent auction featuring packages like a personal chef experience and a family glamping vacation at the Grand Canyon, there is something for everyone.

While dressing up is optional, we encourage participants to wear stylish, vintage, and dapper attire. Beginning in London in 2009, Tweed Rides are now celebrated worldwide. Let's show the global community how it's done in Kalamazoo!

The primary purpose of this event is to support the students we serve. Over 90% of the students who register for our Earn-a-Bike program require a scholarship to participate. A full scholarship is \$200, and our goal this year is to raise \$15,000 at the Tweed Ride – the equivalent of 75 scholarships.

As a potential sponsor, you can contribute at three different levels, all outlined in the attached sheet. Thank you for the opportunity to work together in this great community.

Sincerely,

Isaac Green
Executive Director

Jay Tatara
Board President

Sponsorship Investment Options

Benefits	Hardcore Rider \$3,000	Handlebar Hero \$2,000	Cycle Superstar \$1,000	Weekend Warrior \$500
Tickets to Fundraising Event	10	8	6	4
Event Recognition				
Featured in newsletter as "Hardcore Rider" sponsor	✓			
Recognized as sponsor of Silent Auction Package	✓	✓		
Logo on display at event Logo & link on event media	✓	✓	✓	
Social media sponsor highlight	✓	✓	✓	✓
Logo & link on digital marketing	✓	✓	✓	✓
Named in Event Press Release	✓	✓	✓	✓
Year-Round Recognition				
Logo & link on website homepage	✓	✓	✓	✓
Logo displayed on Workshop Banner	✓	✓		
Recognized as "Premier Sponsor of Earn-a-Bike Program"	✓			

Please select a sponsorship package and submit the following form to receive full sponsorship benefits.

Please contact Isaac Green, Executive Director, at 269-365-1942 or director@openroadsbike.org with inquiries.



2024 Tweed Ride Sponsorship Form

1. Complete this form and return to Open Roads with payment no later than **September 1, 2024** for full benefits. Please make checks payable to Open Roads.

2. Include your company information as you wish it to appear in our promotional materials.

3. Return this from to:

Open Roads

1523 Riverview Drive Suite B

Kalamazoo, MI 49004

or email form to: director@openroadsbike.org

4. Email your company's high-resolution logo (JPG or TIF) to: director@openroadsbike.org

Company/Organization: _____

Contact Person Name: _____

Email: _____ Phone: _____

Address: _____

City/State/Zip: _____

Website URL: _____

Select Sponsorship Level

Hardcore Rider (\$3,000+) **Handlebar Hero** (\$2,000+) **Cycle Superstar** (\$1,000) **Weekend Warrior** (\$500)

Select Payment Method

I will submit payment on the Open Roads website: www.openroadsbike.org/donate

My check is enclosed.

Credit Card: MasterCard Visa Discover Other: _____

Credit Card #: _____ CVV #: _____ Exp. Date: ____/____/____

Name as it appears on card: _____

Billing Address: _____

Signature: _____ Date: ____/____/____

I can attend. Bringing # of guest(s): _____

Please share my tickets with guests who may not be able to pay ticket price.

THANK YOU! You will receive confirmation once we receive your registration. In the meantime, if you have questions or need assistance please contact Isaac Green, Executive Director, at 269-365-9142 or at director@openroadsbike.org.