





The **Ride for Sight** heads into its second quarter-century this year with the 26th annual event. What's more, we're celebrating the 10th year of the Cheyenne Eye Clinic serving as the title sponsor in what has been proclaimed one of the premier charity fundraising recreational rides in the Rocky Mountain region.

The **Ride for Sight** has raised almost \$50,000 over the last four years and seen close to 200 riders each time. Our proceeds annually support not only the Early Childhood Vision Screening Program, but the Rocky Mountain Lions Eye Institute, the Rocky Mountain Lions Eye Bank, Leader Dog International, the Allen H. Stewart Camp and Summer School for the Blind and Visually Impaired, the Lions of Wyoming Foundation and the Lions Clubs International Foundation.

In addition, we provide visual examinations and glasses for local residents in need as well as assisting the hearing impaired and supporting a variety of area humanitarian projects.

Now we are planning for our **Ride for Sight 2018** but we need continued community support from businesses such as yourself for our programs to remain successful and continue to benefit the region and its populous.

We have a variety of levels of sponsorship ranging from \$50-500 or more in cash and/or goods and services. Top level packages include such benefits as complimentary entries in the ride, mention on the official RFS T-shirt and inclusion on promotional signage and in our advertising which covers not only the entire state of Wyoming, but the Colorado Front Range and western Nebraska as well.



Our goals for 2018 are as ambitious as ever and here are just a few of the ways you can assist us:

**Financial Donations:** Our main goal, of course, is to raise funds for the various Lions club programs and your cash donation would be an excellent method of assuring we attain our objectives. Donors from \$50-500 receive a variety of benefits for their contributions as you can see from this sponsorship package information sheet/donation form.

**Goods and Services:** We can maximize the support of these programs by limiting our financial outlay for **Ride for Sight**-related items such as food, beverages, etc. You have the option of committing support in this area as well as by simply indicating your assistance on the donation form or discussing possibilities with your Sunrise Lions Club representative.

**Merchandise and Gift Certificates:** We will host a pre-event pasta dinner on Saturday, Aug. 4, complete with attractive door prizes and raffle items. You can help in this area by donating merchandise items and/or gift certificates for use in this event.

**Discount Coupons:** Yet another great way to assist the **Ride for Sight 2018** is by participating in our Discount Coupon Program. By becoming involved in this program you not only help the event, but also create additional customers for your business. The discount coupons will be included in every participant's Goodie Bag which means you will receive maximum exposure for your involvement.

The extent of the coupon is strictly up to you, but suggestions include: **Straight Discount** (10-15 percent discount on selected merchandise, meals, etc.), **Buy One/Get One - Buy One/Half Off** (coupons would be valid for two-for-one purchases on selected items or valid for half off an equal or lesser value item) or **Free Item** (coupons would be valid for a free item when purchasing selected items. For example, for restaurants, one free beverage with a dinner order).

Participation is simple. Just provide us with a good copy of your company logo and the details of the offer and we'll design the coupon for your approval. Better yet, if you have your own discount-style coupons, you can provide those.

**Goodie Bags:** Simply provide us with the promotional item(s) of your choice such as pens, writing pads, magnets, visors, etc. and we'll include them in the riders' Goodie Bags. We will be preparing 250 bags, but you may provide a lesser quantity if you prefer although we do request a minimum of 50 items.

The **Ride for Sight** is the *only* major event in the area of its kind on the first weekend of August which creates maximum interest among recreational cyclists. Cyclists annually pencil in the **Ride for Sight** as one of the "must rides" for the year and 2018 figures to be no exception, so plan now to be one of our sponsors and help us make an important difference to the vision-impaired of our region!

