

# Sponsorships - 2021

## Sponsorship Packages 2021 Ride for Sight

### Rest Stop Sponsor - \$500

Rest Stop named in honor of your business.  
Promotional Signage  
4 Complementary Entries in the Ride for Sight 2021  
T-Shirts with Your Name on Back  
Certificate of Sponsorship

### Adopt-A-Sign Sponsor - \$265

"Sponsored by....." on Promotional Signage  
3 Complementary Entries in the Ride for Sight 2021  
T-Shirts with Your Name on Back  
Certificate of Sponsorship

### Platinum Sponsor - \$200

2 Complementary Entries in the Ride for Sight 2021  
T-Shirts with Your Name on Back  
Certificate of Sponsorship

### Gold Sponsor - \$100

1 Complementary Entry in the Ride for Sight 2021  
Certificate of Sponsorship

### Silver Sponsor - \$50

Certificate of Sponsorship

### Sponsor Deadline

Sponsorships/pledges received by  
Apr. 1, 2021 will be listed on the  
official Ride for Sight  
Rider Registration Forms.

*Celebrating Our  
29th Annual Event!*

## Sponsorship Level Selection Option Choice

Sponsor's Name - Please Print

(As you wish it to appear in applicable advertising)

\_\_\_\_\_ Rest Stop Sponsor - \$500  
\_\_\_\_\_ Adopt-A-Sign Sponsor - \$265  
\_\_\_\_\_ Platinum Sponsor - \$200  
\_\_\_\_\_ Gold Sponsor - \$100  
\_\_\_\_\_ Silver Sponsor - \$50  
\_\_\_\_\_ Donating the following goods/services  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed \_\_\_\_\_

Print Name \_\_\_\_\_

Telephone Number \_\_\_\_\_

Date \_\_\_\_\_

Please make check payable to:  
Cheyenne Sunrise Lions Club  
Mail to:  
Ride for Sight - 2021  
5149 McCue Drive  
Cheyenne, WY 82009

Questions: Jim Reynolds - (307) 638-9464  
Email: jreyno9153@aol.com  
Jerry Egge - (307) 634-9600

**Ride for Sight - 2021  
Sunday, August 8**

# Sponsorship Information





# Your Support is Appreciated! Our 29th Annual Ride!



The **Ride for Sight** continues its legacy of vision assistance this year with its 29th annual event and we are pleased to celebrate the 13th year of the Cheyenne Eye Clinic and Surgery Center serving as the title sponsor in what has been proclaimed one of the premier charity fundraising recreational rides in the Rocky Mountain region.

Over the last six years the **Ride for Sight** has raised a net average of almost \$13,000 per ride 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.

To maintain its success, **Ride for Sight 2021** requires continued community support from businesses such as yours. We have numerous 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 **Ride for Sight 2021** remain as ambitious as ever and here are just a few of the ways you can assist us in making 2021's ride another success:

## Taking Precautions



*Last year's ride was held in accordance per COVID guidelines established by the State and Laramie County Health Departments and we are prepared to do the same again this year if it is necessary.*

**Financial Donations:** Our main goal, of course, is to raise funds for the various Lions 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 as you can see from this sponsorship brochure.

**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 by simply indicating your assistance on the donation form or discussing possibilities with your Sunrise Lions Club representative.

**Merchandise and Gift Certificates:** You can help in this area by donating merchandise items and/or gift certificates.

**Discount Coupons:** Yet another great way to assist the **Ride for Sight 2021** 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 any dinner order).

Participation is easy. 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 200 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 full 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 2021 figures to be no exception, so please plan now to be one of our sponsors and help us make an important difference to the vision-impaired of our region!

*Proudly assisting with vision care programs since 1973*

