

# *Sponsorship Information*



Official Title Sponsor -  
9th Consecutive Year



*Cheyenne  
Sunrise Lions Club*



August 6,  
2017



## Ride for Sight 2017



The **Ride for Sight** is now preparing for its Silver Anniversary 25th annual event as one of the premier fund-raising recreational rides in the Rocky Mountain region and annually judged one of the most popular by participants.

For the ninth consecutive year, the Cheyenne Sunrise Lions and the Cheyenne Eye Clinic are teaming up to sponsor the major fund raising event in support of the club's Early Childhood Vision Screening Program which features the latest in vision screening equipment and tests hundreds of youngsters each year.

The **Ride for Sight** has raised more than \$50,000 over the last four years and has seen an average of almost 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 on Casper Mountain, 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 various community activities.

Now we are planning for our special 25th anniversary event 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 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 2017 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 vision-oriented 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 our vision-oriented 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. 5, complete with attractive door prizes and raffle items. 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 2017** 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.

**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 your Sunrise Lions Club representative 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:** As mentioned, we will be providing our participants "Goodie Bags" and you can assist with this aspect of **Ride for Sight 2017** as well. Again, it's easy to be an active part of this year's event. Simply provide your Sunrise Lions Club representative with the promotional item(s) of your choice such as pens, writing pads, magnets, flashlights, visors, etc. and we'll include them in the bag.

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. And, the items need not all be the same. For example, you could provide 20 pads, 10 visors, and 20 drinking cups; as long as there is a minimum of 50 articles.

## Maximum Exposure

Sponsorship participation in the **Ride for Sight 2017** will provide you with maximum exposure within Wyoming as well as portions of Nebraska and Colorado. Promotional information is distributed throughout our state as well as the Colorado Front Range and western Nebraska.

What's more, the **Ride for Sight 2017** is the **only** major event in the area of its kind on that weekend of August which creates maximum interest amongst recreational cyclists.

Cyclists annually pencil in the Ride for Sight as one of the "must rides" for the year and the 2017 silver anniversary figures to be no exception, so plan now to be one of our sponsors and help make a difference to the vision-impaired of our region!







# Ride for Sight - 2017

August 6, 2017

## Sponsorship Packages

### Rest Stop Sponsor - \$500

Rest Stop named in honor of your business.

4' x 8' Promotional Signage

4 Complementary Entries in the Ride for Sight 2017

T-Shirts with Your Name on Back

Certificate of Sponsorship

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

"Sponsored by....." on 4' x 8' Promotional Signage

3 Complementary Entries in the Ride for Sight 2017

T-Shirts with Your Name on Back

Certificate of Sponsorship

### Platinum Sponsor - \$200

2 Complementary Entries in the Ride for Sight 2017

T-Shirts with Your Name on Back

Certificate of Sponsorship

### Gold Sponsor - \$100

1 Complementary Entry in the Ride for Sight 2017

T-Shirts with Your Name on Back

Certificate of Sponsorship

### Silver Sponsor - \$50

Certificate of Sponsorship

Sponsor's Name - Please Print

(As you wish it to appear in applicable advertising)

## Sponsorship Level Selection

\_\_\_\_\_ 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 - 2017

5149 McCue Drive

Cheyenne, WY 82009

Questions: Jim Reynolds - 307-638-9464

## Sponsor Deadline

Sponsorships/pledges received by  
April 1, 2017, will be listed on the  
Rider Registration Forms.

*Join us and  
help make a difference!*

*Proudly assisting with vision care programs since 1973*

