



MAY 7, 2011

Jackson
HEALTHCARE

SCOTT RIGSBY
FOUNDATION



do the

UNTHINKABLE!

5-7-2011

ALLIANCE RIDE
EPIC HANDCYCLE ROAD RACE
2011 SPONSOR PROGRAM



Your registration fee goes to the Wounded Warriors Transition Camp hosted by Camp Twin Lakes.



SCOTT RIGSBY
FOUNDATION



Official US Handcycle
National Championship
Qualifier

Copyright 2011 Scott Rigsby Foundation. The Scott Rigsby Foundation is a non-profit 501-(c)3 organization dedicated to inspire, inform and enable physically challenged individuals with loss of limb or mobility, to live an active lifestyle.



Dear Friend of The Scott Rigsby Foundation:

Thank you for your expressed interest in learning about our 2011 Alliance Ride and US Handcycling national qualifier race and how you can be involved through sponsorship.

The Alliance Ride is quickly becoming Georgia's largest celebration of U.S. Wounded Warriors from Operation Iraqi Freedom and Operation Enduring Freedom (OIF/OEF). Your sponsorship will highlight your organization's commitment to assisting our brave, injured military men and women as they strive to recover from their physical and emotional challenges. By becoming a sponsor, you will be participating with The Scott Rigsby Foundation as a part of the Army Wounded Warrior (AW2) Community Support Network and also be recognized for helping all divisions of our military Wounded Warrior programs. Proceeds from the Alliance Ride go directly to Wounded Warrior Camps funded by The Scott Rigsby Foundation and delivered by our key partners, Camp Twin Lakes and the Roosevelt Center for Rehabilitation in Warm Springs, GA.

The 2011 Alliance Ride and Epic US Handcycling Federation (USHF) road race will be held Saturday, May 7th, 2011 at Jackson Healthcare's corporate headquarters, 2655 Northwinds Parkway, Alpharetta, GA. The Alliance Ride is a well designed 25 mile and 50 mile, police-managed course through the city of Alpharetta. With plenty of food, drink, nutrition and special exhibits from our local military, the Alliance Ride makes for a very memorable day for all who attend.

The Epic USHF Road Race is our special addition for 2011. This exciting national qualifier will consist of a 25 mile handcycle road race, involving some of the nation's top handcyclists, local athletes and wounded soldiers. The course is designed to be challenging and the pace furious, and with championship points and prize money on the line, it will be an excellent venue for spectators and sponsors alike!

Rider participation, volunteer and spectator attendance will experience significant growth based on our recent sanctioning by USA Cycling and the USHF. As such, The Scott Rigsby Foundation is now offering expanded sponsorship packages including event exhibit space, parking access, media publicity, event signage and ride participant passes. You can obtain significant and measurable results for your specific marketing objectives. Whether you're sampling products, enhancing corporate image, or building on your brand marketing, the 2011 Alliance Ride and Epic USHF Road Race can help you meet your unique goals and objectives.

The following sponsorship packages are merely a highlight of the benefits and amenities available through our sponsorship program. Select from the package that best fits your business needs and we will work with you to ensure your expectations are met and exceeded!

Please contact our Event Director, Victoria Seahorn at Victoria@scottrigsby.com or by phone at (404) 421-3231 with any questions. We are available to set up a meeting to discuss how you can market at this exciting event. Please visit our website www.allianceride.com for more information.

Our partners make it possible, so please join us for an exciting and unforgettable event that supports our Wounded Warriors and their families.

Regards,

Scott A. Johnson
Executive Director
The Scott Rigsby Foundation





The Scott Rigsby Foundation

General Cycling Industry Economic Impact

“Cycling’s fans remain fiercely devout and frighteningly informed –in regards to the nuances of their chosen sport, nobody else comes close” GQ Magazine

Lance Armstrong’s enduring career success in the Tour de France coupled with his victory over cancer, have helped spur both the public’s and the media’s interest in cycling. The time is right to increase sales through brand recognition, visibility, and promotion via affiliation with the Alliance Ride and Handcycling race.

Cycling has a broad multicultural appeal that receives worldwide media attention and gives its advertisers a large enthusiastic audience. Because of cycling being a lifelong activity, which appeals to children, families and adults, it reaches a large audience that goes beyond traditional demographics. Cycling events offer its advertisers the opportunity to promote both their brand and service in one of the largest spectator sports in the world.

CYCLING INFORMATION AND DEMOGRAPHICS FACTS ABOUT CYCLING*

The largest demographic in the professional cycling fan base is affluent, upscale and well educated with a medium household income of over \$80,000, a medium age of 38 and 90% have attended college.

- One of the most popular and fastest growing sports in the world
- The second most popular recreational activity in the US
- Cyclists is the third largest participation sport, more than than golf, skiing, and tennis combined
- Cycling is the #1 fitness and health activity among doctors and lawyers over the age of 40.

TYPICAL CYCLING AUDIENCE*

- 90 million cyclists in the US
- 65 million people attend cycling events
- 6 million bicycle commuters
- 250,000 competitive adult cyclists in US

US CYCLIST DEMOGRAPHICS*

The average US cyclist is young and affluent:

- 85% are between the ages of 25-54
- 63% are between 25 and 44
- 55% are male; 45% are female
- 63% are professional managers
- 90% have attended college
- 39% have post-graduate degrees
- 52% rate their brand loyalty as high
- 50% own a truck and/or SUV
- 53 % Married





General Cycling Industry Economic Impact

Even more relevant is the fact that greater than 8.3 million of the above are avid riders—those who ride at least 52 times per year.*

- 72% plan to spend \$200 within a year on recreational equipment
- 70% use the internet more than 5 times per week
- 60% use cellular phones
- 30% plan to buy a vehicle within a year
- 30% plan to buy a computer within a year
- 23% plan to buy a house within a year
- 13% made purchases online (up 15% from the USA ave.)
- 13% request product info. online (up 21% from the USA ave.)



*Sources: Velonews, Bicycle Business Journal, Bicycle Manufacturers Association of America, Bicycle Market Research Institute, Bicycle Retailer & Industry News, Cycle Press, JETRO-New York, National Bicycle Dealers Association, National Sporting Goods Association, Sporting Goods Manufacturers Association, US Dept. of Commerce



Sponsor Programs and Amenities

Four Star Presenting Sponsors - \$10,000 ★ ★ ★ ★

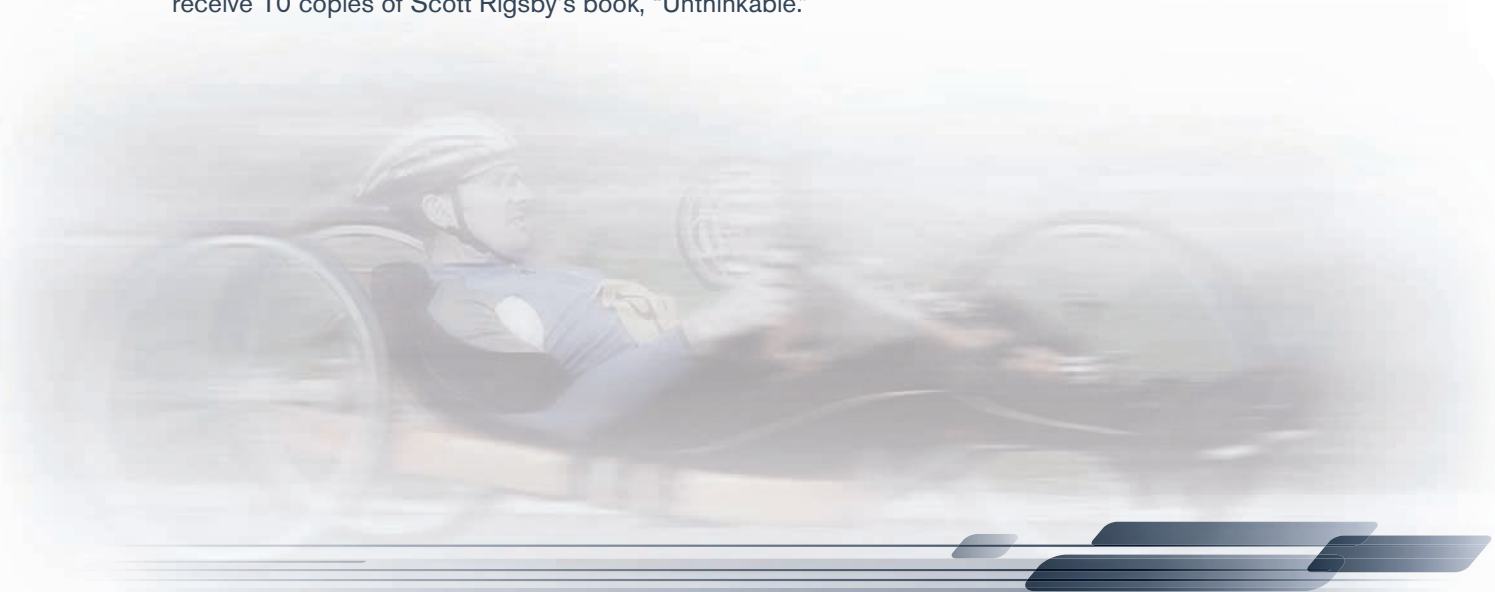
As a Four Star Sponsor of the 2011 Alliance Ride and Epic USHF Road Race, you will be recognized as the primary sponsor of either event. Your logo will appear in all event publicity including, but not limited to T-shirts posters and banners, and will be highlighted in newspaper and magazine ads. You'll also receive prime space on the Alliance Ride website sponsor page, social network, and event day space for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. We want you to participate in the Alliance Ride so you will receive 25 registrations for either distance ride for your key clients, prospects or personnel. Your organization will also receive one complimentary Scott Rigsby speaking engagement and 50 copies of his book, "Unthinkable."

Three Star General Sponsor - \$5,000 ★ ★ ★

As a Three Star Sponsor of the 2011 Alliance Ride and Epic USHF Road Race, your logo will appear in all event publicity including, but not limited to T-shirts, posters and banners, and will receive recognition in newspaper and magazine ads. You'll also receive prime space on the Alliance Ride website sponsor page, social network and event day space for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. We want you to participate in the Alliance Ride so you will receive 15 registrations for either distance ride for your key clients, prospects or personnel. Your organization will also receive 25 copies of Scott Rigsby's book, "Unthinkable."

Two Star Participant Sponsor - \$2,500 ★ ★

As a Two Star Sponsor of the 2011 Alliance Ride and Epic USHF Road Race, your logo will appear in all event publicity including, but not limited to T-shirts, posters and banners. You'll receive space on the Alliance Ride website sponsor page, social network and event day space for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation. We want you to participate in the Alliance Ride so you will receive 10 registrations for either distance ride for your key clients, prospects or personnel. In addition, your organization will receive 10 copies of Scott Rigsby's book, "Unthinkable."





Sponsor Programs and Amenities

One Star Support Sponsor - \$1,000 ★

As a One Star Sponsor of the 2011 Alliance Ride and Epic USHF Road Race, your logo will appear in all event publicity including, but not limited to T-shirts, posters and banners. You'll receive space on the Alliance Ride website sponsor page, social network and event day space for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation.

Official Sponsor - \$500/In-Kind

As an Official Sponsor of the 2011 Alliance Ride and Epic USHF Road Race, your logo will appear in all event publicity including, but not limited to T-shirts, posters and banners. You'll receive space on the Alliance Ride website sponsor page, social network and event day space for your representatives to set-up a tent or interactive display. This is an excellent place for product demos, information distribution and lead generation.

