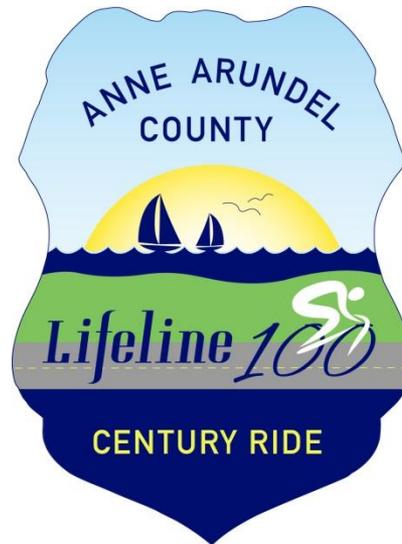


Anne Arundel County Lifeline 100 Century Ride

Presented by Anne Arundel County Police Department, Anne Arundel County Department of Recreation and Parks and Bicycle Advocates for Annapolis and Anne Arundel County



October 1, 2017

PRESENTED BY:



Overview

The Anne Arundel County Lifeline 100 Century Ride offers a great experience for cyclists of all ages and abilities with 100 and 60 mile routes as well as 30 and 15 mile paved trail options. Our flat, paved trail rides are great for recreational riders and those with special needs. There is a free bike rodeo for kids ages 4-10. These routes wind throughout scenic Anne Arundel County including views of downtown Annapolis, the Severn River, Chesapeake Bay, southern Anne Arundel County, BWI/Marshall airport and more! All proceeds benefit local non-profits.

Overview

Our inaugural 2014 ride attracted over 500 registrants and it increased to 723 in 2016. Your sponsorship package promises to deliver consistent brand visibility to potentially thousands of event participants, volunteers and spectators.

Host Partners

The Anne Arundel County Lifeline 100 Century Ride is co-sponsored by the Anne Arundel County Police Department, Anne Arundel County Department of Recreation and Parks and Bicycle Advocates for Annapolis and Anne Arundel County (“BikeAAA”), a 501c3.



Why is bicycling important?

community commute Because
roads cyclists work road
cyclist future improved
society healthy safety use
traffic important environment commuter
lanes mode regularly fun Australia
help means way commuting great love
like safer want paths friendly see car time
make cities reduce sustainable daily kids education
regular around dangerous city
more better safe people feel
able being bikes form safely just good less
well riding many fitness life often
one enjoy cars ride all day family
part support environmental benefits exercise
every bicycle encourage public most cycle
congestion everyone improve need government
transport needs health everyday
recreation bike facilities
healthier infrastructure

Why is bicycling important?

Bicycling is a wonderful activity for so many reasons. It saves on gas consumption, doesn't add pollution to the air, is economical in maintenance compared to a scooter or a car, doesn't require insurance or a license to drive, and offers many health benefits.

Bicycling has become so important that many areas, such as Annapolis and Anne Arundel County, are now adding bicycle friendly routes to their transportation master plans.

What was once a sport to be enjoyed in a park or back trail is now a recognized form of transportation with its own designated routes.

Why Bicycling in Anne Arundel County?

Health

Environment

Lifestyle

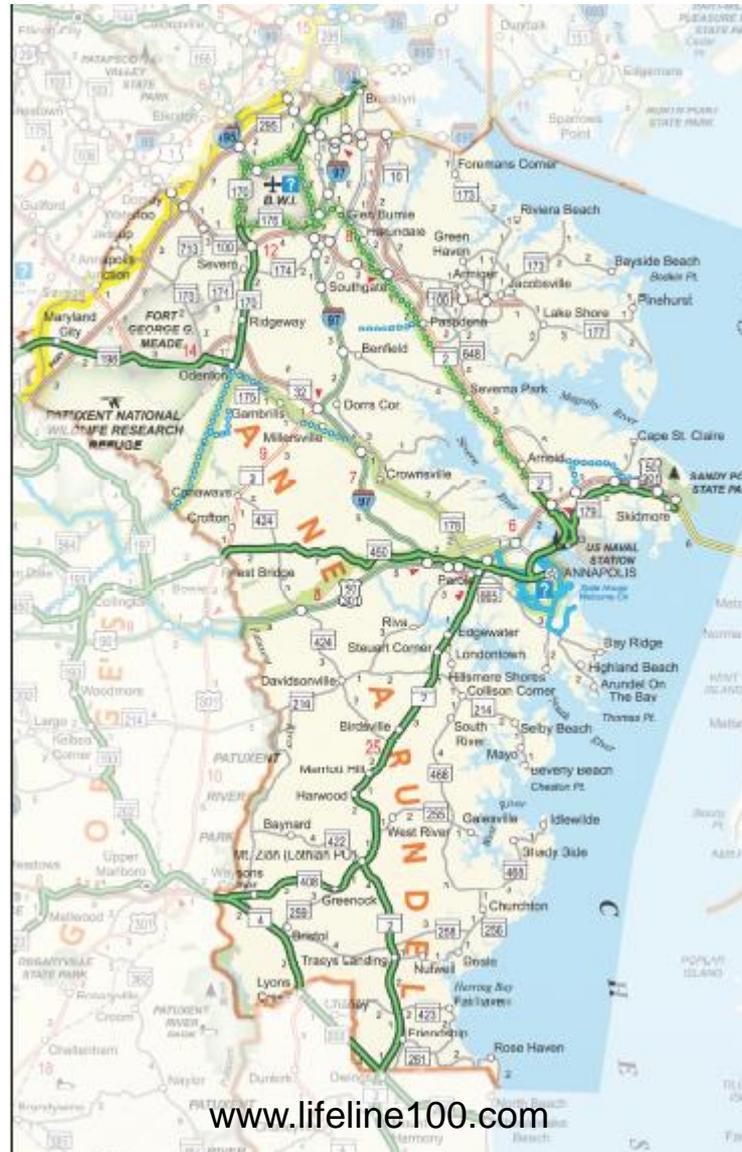
Recreation

Economy

Parking

Traffic

Tourism



Your support helps

All event proceeds will be used to support the following non-profit organizations:

- Anne Arundel County Crisis Response
- Recreation Deeds for Special Needs
- Bicycle Advocates for Annapolis and Anne Arundel County Bike Safety Programs

Anne Arundel Crisis Response

Mission:

The mission of the Anne Arundel County Mental Health Agency, Inc. (AACMHA) is to provide leadership and collaboration for planning, monitoring, and managing of a comprehensive continuum of mental health care to eligible residents of all ages.

Overview:

The Crisis Response System known as the "Community Warmline" is a service that provides Anne Arundel County Residents in crisis with supportive assistance and linkages to resources within the community.

The "Community Warmline" can receive calls 24 hours a day, 7 days a week. Non-emergency calls are handled by staff and will provide the caller with information, support and referrals. The Crisis Response System Staff intervene with callers who are experiencing a mental health emergency. Also, the Crisis Response System "Community Warmline" coordinates calls with the police, fire and community agencies that are requesting information on crisis matters.

The Crisis Response System also provides service to the community through Mobile Crisis Teams, Homeless Outreach Services, Urgent Care Clinic, Sexual Assault Clinic, Community Education and Crisis Beds.

Recreation Deeds for Special Needs



Vision: Our vision is to make recreational and leisure opportunities accessible to all Anne Arundel County residents.

Mission: Our mission is to enhance the well being and quality of life of all Anne Arundel County residents by providing recreational opportunities to all citizens including those with challenges or obstacles due to disabilities, financial difficulties or environmental barriers.

We will work toward this mission by fundraising, including seeking grants, promoting recreational opportunities throughout Anne Arundel County, continuing to prioritize accessible programming and creating funding and scholarships.

Recreation Deeds for Special Needs is an inclusive 501(c)(3) organization which recognizes that some citizens may require financial assistance in order to participate in recreational and leisure activities that are offered throughout Anne Arundel County. Thus one of our goals is to assist eligible individuals and families with access to programs by providing reduced fees options.

Bicycle Advocates for Annapolis & Anne Arundel County



Mission

To create a healthier, more livable Annapolis and Anne Arundel County by promoting bicycling for transportation, recreation and fitness; advocating for better bicycling conditions and transportation choices; and educating children, adults, and motorists about safe bicycling.

Bicycle Advocates for Annapolis & Anne Arundel County is a 501(c)(3) organization

Goals

- Increase safe bicycling for transportation, recreation, and fitness through education and improved conditions
- Partner with the City of Annapolis to attain League of American Bicyclists (LAB) Bronze Bike-friendly Community status
- Provide a forum and stronger voice for bicycling through collaboration among residents, government, businesses, schools, non-profits, clubs and other groups
- Improve bicycling conditions and choices both on & off road

Sponsorship Opportunities

- Ride Leader - \$10,000 – 1 available
- Premier- \$5,000 – 1 available
- Platinum - \$1,000 – 2 available
- Gold - \$500 – 10 available
- Silver - \$250 – 10 available
- Bronze - \$100 – 10 available

Sponsorship Levels

Bronze - \$100 – 10 available

- Listing as a level sponsor on the event website and event posters

Sponsorship Levels

Silver - \$250 – 10 available

- Receive all benefits listed for Bronze level plus:
- Space at a display table during community event to distribute company materials or products.

Sponsorship Levels

Gold - \$500 –10 available

- Receive all benefits listed for Silver level plus:
- Logo inclusion on event website
- Logo or name placement on event t-shirts
- Two complimentary rider registrations

Sponsorship Levels

Platinum - \$1,000 – 2 available

- Receive all benefits listed for Gold level plus:
- Company banner placement at rest stop or Kinder Farm Park (banners provided by sponsor)

Sponsorship Levels

Premier - \$5,000 – 1 available

- Logo and listing on the event website and in all social media and emails
- Display table during community event to distribute company materials.
- Logo or name placement on event t-shirts
- Four complimentary rider registrations
- Prominent branding position

Sponsorship Levels

Ride Leader - \$10,000 – 1 available

- Logo and listing as a premier level sponsor on the event website and in all social media and emails
- Display table during community event to distribute company materials.
- Large logo or name placement on event t-shirts
- Six complimentary rider registrations
- Company banner placement at start/finish (banners provided by sponsor)
- Top line branding position

Contact Information

We are committed to helping you maximize your sponsorship investment by providing you with innovative opportunities to reach this highly attractive demographic. Please contact us for more information:

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