

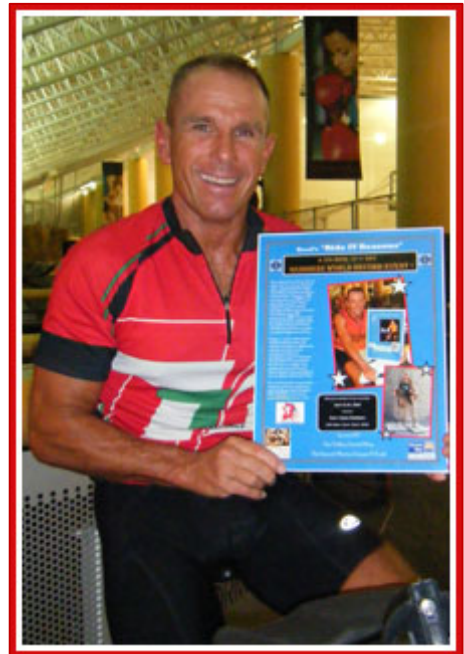


www.RideGeorgeRide.org

George Hood's Ride IV Reasons GUINNESS WORLD RECORD ATTEMPT Sponsorship Opportunities Packet



www.RideGeorgeRide.org



George Hood's Ride IV Reasons benefits:



Injured Marine Semper Fi Fund

*Serving Those Who
Preserve Our Freedom*



Media Sponsors:
NextMedia Radio Chicago



Sponsorship opportunities subject to availability and changes without notice. Please contact George Hood availability and most recent packet.



George Hood's Ride IV Reasons Sponsorship Opportunities



Dear Friends,

It's been nearly two and a half years since I retired from federal law enforcement and involved myself in fundraising for a variety of worthwhile organizations and at the same time setting Guinness World Records on the stationary "spin" bike. This has been some of the most rewarding work that I've ever done. The "events", as they've come to be known, have inspired many around the world. You may recall my most recent event in Naperville, Illinois, in May, 2008 when I set the world record at 177 hours, 45 minutes. However, this record has since been broken and currently sits at 192 hours and is held by a rider in another country. I want to bring this record back to America and one again, raise money for so many right reasons, but I need your help.

Let me share my vision with you. I am 52-year-old resident of Aurora with three sons who were raised in Naperville. I'm now a leader of a Boy Scout troop, where my experiences as a former Marine officer have helped to instill values and patriotism in today's youth. I recently returned from southern Afghanistan where I conducted security operations with the Marines. I was inspired by the leadership and absolute bravery displayed by so many. Some didn't make it home. Others did, but were badly maimed due to injuries sustained on the battlefield. I want to raise money to help support these Marines and their families, and help bring awareness to the marvelous commitment and sacrifice these folks make.

As a result of my experiences, I will focus my ride on the raising of funds for the Fox Valley United Way and its cadre of youth programs and the Injured Marine Semper Fi Fund, which provides assistance to Marines injured on the battlefields of Afghanistan and Iraq. As you may have heard or read in recent media coverage, on November 15, 2009, I launched a fundraising campaign to benefit these causes. The culmination of this campaign will be my 12-1/2 day, 300-hour marathon ride on the "spin" bike April 11-24, 2010 at the Rush-Copley Healthplex in Aurora at which time I will break the world record and set the bar out of reach for many who would like to break it again.

Our sponsor list is growing with five NextMedia radio stations now co-sponsoring this fundraising campaign. LIVESTRONG has also pledged their support. I encourage you to participate as an event sponsor. As a sponsor, you will benefit from multi-media exposure and other PR benefits, many of which are outlined in a sponsorship packet that is available at my website. The best benefit of all though is that you will be supporting the youth in our communities and helping injured Marines who have bravely volunteered to fight for our freedom.

My bike, although stationary, will move forward as a result of your participation with me. I encourage you to join me now in my campaign on behalf of the Fox Valley United Way and the Injured Marine Semper Fi Fund. Together, we will lead from the front on behalf of our youth and the lives of Marines not only here in the Fox Valley but across this country!

If you are interested in joining the campaign with a sponsorship or would like additional information, please contact me directly. My information is below. And please visit www.RideGeorgeRide.org for more information. Without your assistance, this event would not be possible. Thank you for your support.

Sincerely,

George

George E. Hood (DEA Ret)
Phone: (630) 415-6222
Email: trainer4663@yahoo.com



Injured Marine Semper Fi Fund
Serving Those Who Preserve Our Freedom
www.semperfund.org



Media Sponsors:
NextMedia Radio Chicago



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V.1.0 12.03.09



George Hood's Ride IV Reasons Sponsorship Opportunities



Platinum Event Sponsor (exclusive): \$25,000

As the exclusive platinum sponsor, you will receive:

- **Naming Rights** for the Ride 4 Reasons, i.e. "Company Name George Hood's Ride 4 Reasons" which will be mentioned in all media coverage of this historic event, including remaining promotional announcements on NextMedia sponsor radio stations, **up to 2,000 total**
- **Two mentions** in **600 total** announcements on NextMedia stations, (see stations below, 40 per week, per station, over three weeks), reaching over 1.5 million people nearly three times each!
- **Five on-air interviews**, one on each of the NextMedia stations during the week of the ride
- **Prominent logo placement** on www.RideGeorgeRide.org and www.UWFoxValley.org
- **Prominent logo placement** on all radio stations' "Ride George Ride" web pages
- **Top placement** on the "Support our Sponsors" section of each radio station's "Ride George Ride" web page with a description of your company and a link through to your web site.
- Featured **mention in all email blasts** (up to 30) to the sponsoring stations' listener clubs
- **Premium banner placement** at the Copley Healthplex during the ride, right behind George
- **100 total :60 announcements** on the NextMedia station(s) of your choice during the ride week, or exclusive sponsorship of 100 additional Ride IV Reasons announcements
- **Two-hour live remote broadcast** on location at your business (if applicable, or sponsorship of a live broadcast at a mutually agreeable third-party location) with appearance from George Hood in the months preceding the ride, includes full station promotion package
- **Press release** sent to media outlets announcing your sponsorship and soliciting coverage
- **Logo placement** on event T-shirts

Total Promotional Value: OVER \$85,000

Accepted by:

Company


Signature

Date

Media Sponsors:
NextMedia Radio Chicago



George Hood's Ride IV Reasons benefits:



Fox Valley United Way
www.uwfoxvalley.org



Injured Marine Semper Fi Fund
Serving Those Who Preserve Our Freedom
www.semperfund.org



George Hood's Ride IV Reasons Sponsorship Opportunities



Gold Sponsor:
\$10,000

As a gold sponsor, you will receive:

- **One mention** in **600 total** announcements on NextMedia sponsor stations (see stations below, 40 per week, per station, over three weeks), reaching over 1.5 million people nearly three times each!
- **One on-air interview** on the NextMedia station of your choice during the week of the ride
- **Logo placement** on www.RideGeorgeRide.org and www.UWFoxValley.org
- **Listing on the "Support our Sponsors"** section of each radio station's Ride George Ride web page with a description of your company and a link through to your web site.
- **On-site banner placement** at the Copley Healthplex during the ride
- **40 total :60 announcements** on the NextMedia station(s) of your choice during the ride week or exclusive sponsorship of 40 additional Ride 4 Reasons announcements
- **Two-hour live remote broadcast** on location at your business (if applicable, or sponsorship of a live broadcast at a mutually agreeable third-party location) with appearance from George Hood in the months preceding the ride, includes full station promotion package
- **Press release** sent to media outlets announcing your sponsorship and soliciting coverage
- **Logo placement** on event T-shirts

Total Promotional Value: OVER \$26,000

Accepted by:

Company

Signature

Date

George Hood's Ride IV Reasons benefits:



Fox Valley United Way
www.uwfoxvalley.org



Injured Marine Semper Fi Fund
Serving Those Who Preserve Our Freedom
www.semperfifund.org

Media Sponsors:
NextMedia Radio Chicago



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George Hood's Ride IV Reasons Sponsorship Opportunities



Silver Sponsor: \$5,000

As a silver sponsor you will receive:

- **One mention in one of two rotating announcements** on NextMedia sponsor stations (see stations below, 300 total over three weeks), reaching over 600,000 people nearly two times each!
- **Listing on the "Support our Sponsors"** section of each radio station's Ride George Ride web pages with a description of your company and a link through to your web site.
- **On-site banner placement** at the Copley Healthplex during the ride
- **20 total :60 announcements** on the NextMedia station(s) of your choice during the ride week or exclusive sponsorship of 20 additional Ride 4 Reasons announcements
- **Two-hour live remote broadcast** on location at your business (if applicable, or sponsorship of a live broadcast at a mutually agreeable third-party location) with appearance from George Hood in the months preceding the ride, includes full station promotion package
- **Press release** sent to media outlets announcing your sponsorship and soliciting coverage

George Hood's Ride IV Reasons benefits:



Fox Valley United Way
www.uwfoxvalley.org



Injured Marine
Semper Fi Fund
Serving Those Who Preserve Our Freedom
www.semperfifund.org

Total Promotional Value: OVER \$16,000

Accepted by:

Company

Signature

Date

Media Sponsors:
NextMedia Radio Chicago



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www.RideGeorgeRide.org

George Hood's Ride IV Reasons Sponsorship Opportunities



www.RideGeorgeRide.org

Ala Carte Sponsorship Opportunities

WEBCAM SPONSOR! (exclusive)
\$7,500

The only place people will be able to watch the historic record breaking event happen in real time is on web cams posted at NextMedia's sponsoring radio station web sites. This exclusive position guarantees thousands of views and hundreds of on air mentions.

Includes

- **Logo, hyperlink and short message** positioned directly above the web cam feed on all NextMedia sponsor web sites.
- **One mention** in **600 total** announcements on NextMedia sponsor stations (see stations below, 40 per week, per station, over three weeks), reaching over 1.5 million people nearly three times each!
- Minimum of **180 live on-air mentions** during the ride week as the webcam sponsor
- Featured in **10 total email blasts** to sponsor stations' listener clubs as webcam sponsor

Promotional Value: OVER \$18,000

Accepted by:

Company

Signature

Date

**George Hood's
Ride IV Reasons
benefits:**



Fox Valley United Way
www.uwfoxvalley.org



**Injured Marine
Semper Fi Fund**
Serving Those Who Preserve Our Freedom
www.semperfifund.org

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NextMedia Radio Chicago



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V.1.0 12.03.09



George Hood's Ride IV Reasons Sponsorship Opportunities



Ala Carte Sponsorship Opportunities

BRING GEORGE AND YOUR FAVORITE RADIO STATION TO YOUR BUSINESS OR EVENT!!!

2-hour Live Remote Broadcast with a sponsoring NextMedia station DJ personality and George Hood

\$2,500

Includes:

- Station DJ on-site at your location or at a mutually agreeable third party location
- A minimum of 6, :60 live breaks (3 per hour)
- 20 promotional announcements leading up to event
- 40, :60 announcements to run the week prior to your broadcast, Mon-Sun, 5a-12m
- The station's promotions team on site, playing the station and providing games and giveaways
- Listing on station's event calendar
- Email blast to station's listener club
- Listing in sponsor section on all stations' web sites

Promotional Value: OVER \$5,600

Accepted by:

Company

Signature

Date

George Hood's Ride IV Reasons benefits:



Fox Valley United Way
www.uwfoxvalley.org



Injured Marine Semper Fi Fund
Serving Those Who Preserve Our Freedom
www.semperfifund.org

Media Sponsors:
NextMedia Radio Chicago



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George Hood's Ride IV Reasons Sponsorship Opportunities



Ala Carte Sponsorship Opportunities

SPONSOR GEORGE'S FIRST BREAK AT 20 HOURS!

Sponsorship of 95.9 The River's live remote broadcast the morning after the first night of riding.

Monday, April 12, 2010, 8 a.m. – 10 a.m.

\$3,000

Includes

- 26 on-air mentions, minimum
- Mention in email blast to station's listener club
- Listing in sponsor section on all stations' web sites
- 60-second live interview with your spokesperson on site

Promotional Value: \$6,500

Accepted by:

Company

Signature

Date

George Hood's Ride IV Reasons benefits:



Fox Valley United Way
www.uwfoxvalley.org



Injured Marine Semper Fi Fund
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www.semperfifund.org

Media Sponsors:
NextMedia Radio Chicago



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George Hood's Ride IV Reasons Sponsorship Opportunities



Ala Carte Sponsorship Opportunities

SPONSOR THE FINISH LINE!

Sponsor 95.9 The River's live remote broadcast at the end of the ride. The Guinness people will be there to verify the record. Many of George's supporters and sponsors will be on-hand to congratulate him. This is the finale of a very newsworthy event.

Saturday, April 24, 2010, 8 a.m. - 10 a.m.

\$3,000

Includes

- 26 on-air mentions, minimum
- Mention in email blast to station's listener club
- Listing in sponsor section on all stations' web sites
- 60-second live interview with your spokesperson on site

Promotional Value: \$6,500

Accepted by:

Company

Signature

Date

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Ride IV Reasons
benefits:**



Fox Valley United Way
www.uwfoxvalley.org



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George Hood's Ride IV Reasons Sponsorship Opportunities



Additional Commercial Packages: (special discounted event pricing!)

Thousands will tune in to get updates and information on George's Ride! Reach these listeners with a commercial package on our sponsor stations!

Copywriting assistance and production costs are included.

Package A:

40 total commercials on a NextMedia sponsor station during the ride week, April 12-16, 2009 (additional dates available upon request)

- 20, :60 commercials, Mon-Fri, 6a-7p
- 20, :60 commercials, Mon-Fri, 5a-12m

Select your station:

- **95.9 The River, Star 96.7 or WCCQ for only**
\$1,300/wk (Value: \$1,700-\$2,000)
- **WJOL or 100.7 RXQ for only**
\$900/wk (Value: \$1,100-\$1,200)

Package B:

20 total commercials on a NextMedia sponsor station during the ride week, April 12-16, 2009 (additional dates available upon request)

- 10, :60 commercials, Mon-Fri, 6a-7p
- 10, :60 commercials, Mon-Fri, 5a-12m

Select your station:

- **95.9 The River, Star 96.7 or WCCQ for only**
\$700/wk (Value: \$850-\$1,000)
- **WJOL or 100.7 RXQ for only**
\$500/wk (Value: \$550-\$600)

Check the either Package A or B above and circle selected station(s) below. *10% discount on multiple stations.*

95.9 The River Star 96.7 98.3 WCCQ 1340 WJOL 100.7 RXQ

Accepted by:

Company

Signature

Date

Media Sponsors:
NextMedia Radio Chicago



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V.1.0 12.03.09

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**Injured Marine
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George Hood's Ride IV Reasons Sponsorship Opportunities



In-Kind Sponsorship Opportunities

George Hood's Ride 4 Reasons is looking for the following items to be donated in exchange for an in-kind sponsorship.


Partial list of In-Kind Sponsor opportunities:

- Print media
- TV media
- National media
- Bicycling Apparel
- New LaMond Spin Bike
- T-shirt
- Printing
- Photography Services
- Computer services & products
- Bottled water
- Food service
- Light tree with lights that imitate actual daylight
- Sound system
- Event clock w/backup


If you have services or products that may be of use, and you are interested in being an in-kind sponsor, please ask.

Promotional value in an equivalent amount will be provided for all in-kind sponsors.

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Fox Valley United Way
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Injured Marine Semper Fi Fund
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Accepted by:

Company

Signature

Date

Items provided:

Value: _____

Equivalent sponsorship promotional value provided:

Media Sponsors:
NextMedia Radio Chicago



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