



CLEVELAND CIRCUIT RIDE

FAMILY PROMISE OF BRADLEY  
COUNTY

# Sponsorship Proposal

# About the Ride



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Our 10th year of a  
"do not miss" event!

## The Circuit Ride

The Cleveland Circuit Ride is an organized bike ride, that was started in 2015 by the First United Methodist Church of Cleveland, TN as a ministry to support a local mission project in the community. A partnership was formed with Family Promise of Bradley County, an organization dedicated to assisting struggling families in 2011.

In 2021, Family Promise of Bradley County took over the management of the ride.

The ride is a family-friendly event that takes place at Black Fox Elementary. Riders of all ages can choose from a 25km, 50km, and 100km ride. The 2024 ride will see the addition of a 100 mile route to challenge those serious cyclists! The event is on **September 7** and begins at **8am**.

# Family Promise



Family Promise of Bradley County is a nonprofit organization that serves **children** and their **families** experiencing homelessness.

**We provide a holistic approach to preventing homelessness in Bradley County.**

This includes keeping families in their homes where possible, but also providing shelter as needed. Additionally, we work to **stabilize** families after they have secured housing.

Our solution involves a **community-based response** that is tailored to meet everyone involved, families, volunteers, and donors, where they are.

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## Vision

A nation in which every family has a home, livelihood, and the chance to build a better future.

## Mission

Our mission is to respond to the growing need to provide shelter, meals, and comprehensive support services to children and their families going through homeless transitions.

# Audience

## Demographics

Participants of the Cleveland Circuit Ride are typically males. These participants range from mid-20s to late 60s in age.

## 2022 Attendance

In 2022, the Circuit Ride hosted 150 people total.

## 2023 Attendance

In 2023, the Circuit Ride hosted 100 cyclists.

## 2024 Attendance

With the addition of the 100 mile route, we anticipate more attendees than ever!



# Why Choose Us?

## Social Responsibility

All proceeds directly benefit Family Promise of Bradley County. Your sponsorship is assisting your community, the community your organization is in, by getting FPBC closer to the ultimate goal: ending family homelessness.

## Brand Visibility

With all packages, your brand's name and logo will be present at the event in some way.

Last year, the event hosted 100 people and is predicted to grow in 2024. This is an opportunity to get in front of the audience that your organization desires.

## Networking

Your organization is welcome and encouraged to attend the Circuit Ride. Since this is a community event, the opportunity to network with other business leaders, as well as your audience, presents itself. Whether its on the ride or at the post-ride lunch, you are positioned in front of the community in a personal way.



# Sponsorship Packages

\$15,000

## Ride Captain

This package includes:

- Logo on event t-shirts
- Logo on advertising posters
- Company name on ride banner
- Company name announced at event
- Company name mentioned during radio spots
- Social media spotlights
- 8 ride entries & 8 t-shirts

\$5,000

## Trailblazers Package

This package sponsors the course and turn guides and includes:

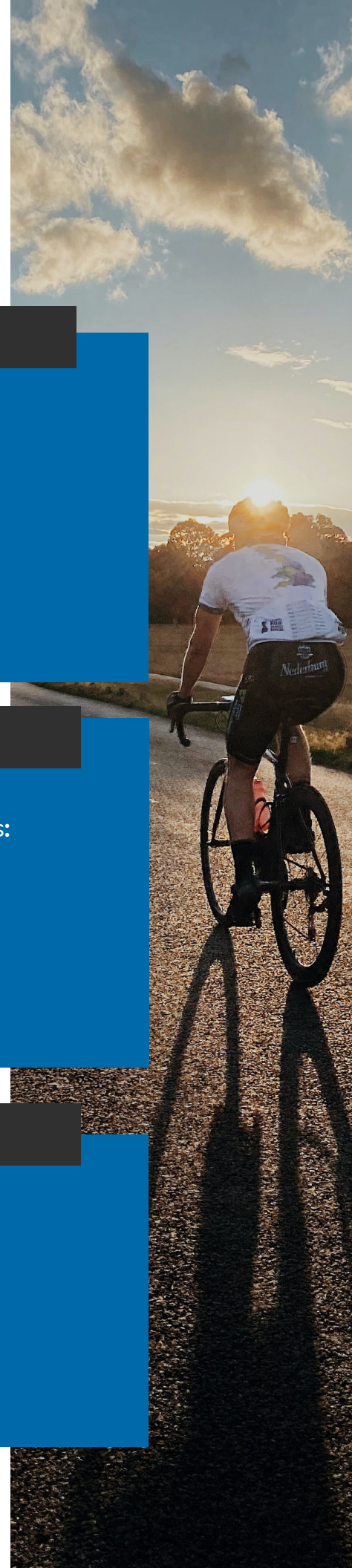
- Logo on event t-shirts
- Logo on advertising posters
- Company name on ride banner
- Company name mentioned during radio spots
- Social media spotlights
- 6 ride entries & 6 t-shirts

\$1,000

## Feast Package

This package sponsors the after-ride lunch and includes:

- Logo on event t-shirts
- Logo on advertising posters
- Company name on ride banner
- Company name mentioned during radio spots
- Social media spotlights
- 4 ride entries & 4 t-shirts



# Sponsorship Packages

\$500

## Safety Package

This package sponsors the chase vehicles and includes:

- Logo on event t-shirts
- Company name on ride banner
- 2 ride entries & 2 t-shirts

\$250

## Wheel and Sprocket Package

This package sponsors emergency bike assistance and includes:

- Company name on ride banner
- 2 ride entries & 2 t-shirts



# Past Heroes



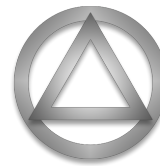
**EasyAuto**®



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BRADLEY COUNTY Sheriff's Office






CHATTANOOGA  
**NON-SURGICAL ORTHOPEDICS**  
ADVANCED NON-SURGICAL HEALTHCARE SOLUTIONS



SOUTHERN  
HERITAGE  
BANK



Our Values are Our Core

		
Compassion	Trust	Excellence

Our Patients are Our Purpose



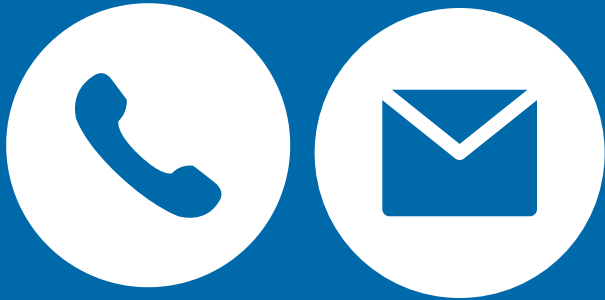
At Tennessee Valley Urology Center, our mission is to heal with compassionate care.

Our practice vision is to provide the best urological care in the Tennessee Valley through excellence in service and medicine.

Family Promise of Bradley County is a 501(c)3 organization.

All contributions are tax deductible.





# Get in touch!

Stacy Aldridge, Resource Developer

[saldridgefpbc@gmail.com](mailto:saldridgefpbc@gmail.com)

423-650-4106

Eva VanHook, Executive Director

[directorfpbc@gmail.com](mailto:directorfpbc@gmail.com)

423-650-4106

