

# Civil Rides Sponsorships



Civil Rides, a partnership between Together for Hope and Out Hunger, is a series of multi-day cycling events to raise awareness of and funds for addressing rural poverty in America and advocate for racial justice and healing.

## 2019 Events

Civil Rides - Alabama, October 19-20

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# Civil Rides



The inaugural Civil Rides, April 4-6 2018, was a 3-day 300-mile trek from the steps of the National Civil Rights Museum in Memphis, Tenn., to Jackson, Miss., that followed in the footsteps of Dr. Martin Luther King, Jr. to raise awareness around persistent rural poverty in America and advocate for racial justice and healing.

Continuing on the foundational success, Civil Rides has two events planned for 2019, one in the Rio Grande Valley of Texas and one in the Cotton Belt of Alabama. Both locations have proven work by Together for Hope and Out Hunger who have partnered together for these rides and funding of effective practices.

## Dates and Overview

**Civil Rides – Alabama**, October 19-20 will begin in Montgomery, travel through Selma, and end in Birmingham.

## Why

Born out of a desire to continue Dr. Martin Luther King, Jr.'s dream, Civil Rides works to highlight the ongoing struggle of inequality in areas of our country that need it most and where prominent civil rights leaders focused their efforts.

Poverty is a modern-day civil rights issue. Together for Hope works to alleviate poverty through asset-based community development which strengthens the community from within, providing a true path out of poverty. In this work, Together for Hope has four priorities: Education, Health & Nutrition, Housing & Environment, and Social Enterprise. We have partner organizations from Arizona to Appalachia and from the Dakotas to the Delta.

The urgent moment Dr. King mentioned in 1963 is sadly still urgent today. The fight for civil rights in America has been and continues to be a struggle that affects all people - regardless of race or ethnicity. Holding to the self-evident truth

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that all people are created equal requires showcasing this philosophy through acts of love and justice. Each other's freedom is inextricably linked, and one another's destinies are conjoined. No one is free if anyone isn't free. Justice is not just if its scales weigh color.

An outcome of the forces of inequality continues to be a higher percentage of minorities struggling with poverty and hunger. These base issues are where we are making great strides in improving the livelihood of people living in poverty. We work to fix systems in food delivery and improve how communities and religious institutions address the causal effects and outcomes of poverty in their neighborhoods. Your sponsorship dollars are used to end the cycle of hunger and poverty through feeding programs, skill training courses, and business education that empower people.

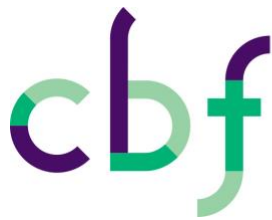
Take action for equality and equity. Ride in the inaugural Civil Rides event. If you can't ride, sponsor. If you can't sponsor, volunteer. If you can't volunteer, be love and justice where you are.

### Aspects of ride

Ride well. Impact lives.

- Showing the world the power of working together through national and international media.
- Inclusion in the documentary – we are travelling with video and photography crew.
- Taking part in groundbreaking events in a nation looking for a better way forward.
- Riding beautiful country roads.
- Full SAG (mechanic, light repair gear, or even hitch a ride).
- Stretch points to refuel along the way - physically and mentally.
- Designated "short routes" for those wanting 20-mile rides
- Suppers - more than just a "light snack" - riding through some of the best food spots
- After hours events - go to bed early or don't...
- You're on your bike a lot - as if that weren't evident.
- Phenomenal new friends - well, I'm sure you'll at least talk to great people.
- Ride groups to allow for different paces and to share the workload (unity, collaboration, encouragement - you know, the things we're riding for).

In addition to the incredible camaraderie, challenge, and great experience, when we ride we are raising money to address modern day civil rights issues that stem out of historic social systems of injustice. Working together we show unity in our diversity to truly address hunger and poverty in our nation. We'll travel through some of the poorest counties in America representing the hope that civil rights leaders embodied. In those same counties, the work of Together for Hope changes lives by providing programming and opportunities to individuals who are working to overcome the barriers imbedded in racism and economic inequality.



Cooperative  
Baptist Fellowship  
Together for Hope



# Equity Level



**\$7,000** per event

*only one available at this level*

Logo prominently placed on jersey, including spot on the front to ensure visibility during television and photography

Logo prominently displayed on tee shirt given to all riders, volunteers, and personalities involved with the festivities

Event signage at start, finish, and along the route

Premier recognition during planned media appointments along the route

Logo on event signage for vehicles, stretch points, and maps

Priority listing as premier sponsor

Visual recognition at celebration events and meals

Inclusion in all promotional material, sites, and press releases

Highlighted and prominently listed as a supporter in the documentary

Ability to place items in swag bag for participants

Maximum exposure as a corporation active in equal rights, equity among all people, and dedication to America's poverty issue.



# Freedom Level



**\$4,000** per event

Logo placed on jersey given to all riders

Logo placement on tee-shirt given to all riders, volunteers, and personalities involved

Recognition during planned media appointments along the route

Priority listing as sponsor

Logo on event signage for vehicles, stretch points, and maps

Special recognition at celebration events and meals

Inclusion in all promotional material, sites, and press releases

Ability to place items in swag bag for participants

Significant exposure as a corporation active in equal rights, equity among all people, and dedication to America's poverty issue.



# Equality Level



**\$2,000** per event

Logo displayed on jersey

Logo prominently placed on tee shirt given to all riders, volunteers, and personalities involved

Recognition during planned media appointments along the route

Visual recognition at celebration events and meals

Inclusion in all promotional material, sites, and press releases

Exposure as a corporation active in equal rights, equity among all people, and dedication to America's poverty issue.



# Hope Level



**\$1,000** per event

This level represents refueling the participants of Civil Rides by providing funding or supplies for food, rider transportation, hospitality, events, and the overall benefit of the event.

Logo on signage and recognition during the meals





# Corporate Sponsored Team



**\$7,000** per event

Includes six rider spots

Waives individual fundraising responsibility. The corporation will receive a tax-donation receipt for the appropriate amount.

Logo on tee shirt given to all riders, volunteers, and personalities involved

Listing as premier sponsor

Logo at stretch points, and maps

Visual recognition at celebration events and meals

Inclusion in all promotional material, sites, and press releases

Mentioned and listed as a supporter in the documentary

Exposure as a corporation active in equal rights, equity among all people, and dedication to America's poverty issue.

