



Creating FUN Events 4 GOOD Causes

A California 501(c)3 Nonprofit

California Sponsorship Opportunities



Sponsor Levels

Sponsorships are for our signature event, The Boob Ride. Levels mirror our awards, which are bras that parody the Tour de France jerseys.

Yellow Level Sponsorship Package (Only 1 available)



- | | |
|---|----------------|
| Includes | \$1,500 |
| <ul style="list-style-type: none"> Yellow bra logo placement Banner top row Jersey back above pocket Breast Stop San Clemente Start OC Finish Route signs Blog article Facebook post Twitter post Email announcement to our list | |

Pink Level Sponsorship Package (Only 1 available)



- | | |
|---|----------------|
| Includes | \$1,000 |
| <ul style="list-style-type: none"> Maglia Rosa bra logo placement Banner Top Row Jersey Pocket Center Breast Stop Carlsbad Start SD/Finish Bib numbers Blog article Facebook post Twitter post Email announcement to our list | |



Green Level Sponsorship Package (Only 1 available)



- Includes** **\$750**
- Green Bra logo placement
 - Banner Top Row
 - Jersey Side Panel Left
 - Breast Stop Elfin Forest/San Marcos
 - Transportation
 - Blog Article
 - Facebook post
 - Twitter post
 - Email announcement to our list

Red Polka Dot Level Sponsorship Package (Only 1 available)



- Includes** **\$500**
- King of the Mountain Bra logo placement
 - Banner top row
 - Jersey side panel right
 - Blog article
 - Facebook post
 - Twitter post
 - Email announcement to our list

White Level Sponsorship Package (Only 1 available)



- Includes** **\$250**
- White Bra logo placement
 - Banner second row
 - Jersey side left rear pocket
 - Blog article
 - Facebook post
 - Twitter post
 - Email announcement to our list



Red Level Sponsorship Package (Only 1 available)



- Includes** **\$250**
-
- Red Bra logo placement
 - Banner second row
 - Jersey side right rear pocket
 - Blog article
 - Facebook post
 - Twitter post
 - Email announcement to our list

Blue Level Sponsorship Package (Only 1 available)



- Includes** **\$250**
-
- Blue Bra logo placement
 - Banner second row
 - Jersey side back left above pocket & smaller
 - Blog article
 - Facebook post
 - Twitter post
 - Email announcement to our list

Diamond Level Sponsorship Package (Only 1 available)



- Includes** **\$250**
-
- Diamond Bra logo placement
 - Banner second row
 - Jersey side back right above pocket & smaller
 - Blog article
 - Facebook post
 - Twitter post
 - Email announcement to our list



Additional Sponsor Opportunities

We do have other opportunities for sponsorship outside the packages listed above.

Gift Bags



Our riders from both the Orange County and San Diego rides are given a gift bag the end of the ride, with a water bottle and various other items. This is a high-quality grocery bag that is kept and used week after week at the grocery store. They use this to carry various things during the event and on the bus home. The sponsor of this item will have their logo on the bag and can place promotional material in the bag. We highly encourage a coupon that will bring our customers to the sponsor for a long-term business relationship. We have hard costs on this product, which drives the sponsorship pricing.

Price \$1,200

Charter Bus



The Orange County riders take a really cool charter bus home from Solana Beach. This sponsorship is to just cover the cost of the bus, so the riders do not have to pay this cost. This will save them \$22.50 per rider. This sponsorship includes a blog article and e-mail about the buses and the sponsor, which is cross-posted to social media. The sponsor may place promotional material on each seat and we also encourage a coupon.

Price per bus is \$750



Introduction

Thank you for considering a sponsorship opportunity with Fun 4 Good. This document provides an overview of our organization, our goals, how we use our funds, and how you can support us. While we have provided a variety of options, please feel free to make alternative suggestions.

Who We Are

Fun 4 Good is a California 501(c)3 nonprofit that produces fun events for good causes. We are focused on fun events that get people off the sidelines and involved with a good cause. While many charities are doing a great job raising funds for treatment and research, a significant amount of cancer patients are struggling with daily life things like getting to treatment, meal preparation, paying utilities, and general household demands. We focus on raising money to help them solve these challenges so they can focus on healing, in the last mile of their battle. By creating fun events, our supporters are engaged in the activity, and they are very happy that **100% of their fees go to the cause.**

Our flagship cause is breast cancer. Peg Carey, the mother of our founder Jennifer Carey, was diagnosed with breast cancer. After several lumpectomies and a mastectomy, she is now cancer free! Jennifer attributes her mom beating cancer to her ability to fight and to the doctors who were able to diagnose her condition early and treat it effectively. While helping her mom recover, she wanted to give back to organizations that were instrumental in providing care and support for breast cancer patients and their families.

We have four Board Members that have either survived breast cancer, or a family member has been severely impacted by cancer. Anna Chimowicz' mother survived triple negative breast cancer and a long battle. In Marianne Masterson's family, 6 out of 7 daughters have all battled breast cancer. Jim Bras' connection is through his grandmother who was diagnosed at 92. Lastly, Dayna Hinsley was a four-time survivor of colon cancer and lost her battle in October 2019.

In 2010 we created a fun event that is now The Boob Ride™. We currently have events in: Orange County, CA and San Diego, CA. Other venues are being evaluated for expansion as well. We have a tongue-and-cheek award ceremony after the ride that parodies the Tour de France's Yellow jersey type of awards, but ours are bras.

The registration fees are used to directly pay for costs associated with battling breast cancer. We have relationships with social workers in hospitals that qualify low income people that need assistance and we directly pay those costs. The types of things we pay for include: medical treatment, transportation, groceries, and other important things that will help win the battle against breast cancer. All funds stay within about 15 -30 miles of the events.

Fun 4 Good is an all-volunteer organization. **No one is on the payroll.**



Operations

Fun 4 Good has built an infrastructure for operational efficiency, marketing, event production, and charitable giving.

Our CRM and project management system has been imperative to our efficient operation. Tracking donors, vendors, and communicating with them has allowed Fun 4 Good to efficiently grow our operations. This system is also used to manage operations with our team. The operational backend is directly tied to event management and email marketing as well.

Marketing has effectively established The Boob Ride for website traffic, blogs, and social media. Our followers are tightly engaged with our activities and word of mouth has been a large and effective tool for our event.

Our Signature Event

We began this grass roots effort in 2010 to support Jennifer's Susan G. Komen 3Day walk fundraising efforts. Paul Self, a co-worker at the time, tapped into the cycling community to create a fun ride from Irvine to Solana Beach, California. We informally called the event Biking4Boobs. This is a great route along the coast followed by a party at the Pizza Port, some funny awards, and then catch the train home.



The first event in 2010

We transported the bikes back while the riders napped on the train.

A decade later with rapid year-over-year growth, the event has taken on a life of its own. In late 2015, we created the Fun 4 Good corporate umbrella, rebranded as The Boob Ride, obtained the trademark, and shifted into high gear.

In 2016, we added two board members, Anna Chimowicz and Marianne Masterson. In addition, Marianne Masterson's Team STRIDE began to support our event. Their efforts in San Diego have long



been recognized for their impact and we are excited to partner with them for our events. In 2020, we added Jim Bras to the mix. He brings organization and helps to focus the team's strong passion.

The Boob Ride Orange County and San Diego are in April every year. The events have a simultaneous start, and both end in Solana Beach with a big post ride party.

Continuing with our tongue-in-cheek attitude, routes options are named appropriately:

- A Cup – 30 miles
- B Cup – U-turn usually about 45 miles
- C Cup – 60 miles
- D Cup – 90 miles



The awards are a parody of the Tour de France jerseys, but with bras. Only two bras can be awarded based on riding: The Yellow Bra is for the first place overall on the D Cup route and the Maglia Rosa (Pink Bra) is for the first place woman overall on the D Cup route. The remaining trophies are awarded based on votes at the party. As an example of our fun attitude, Link Lindquist won the Best Young Rider's White Bra at the age of 86.



We are very grateful for all of our supporters and how much this fun event has grown.

Demographics

The Boob Ride involves many passionate supporters that could be your customers. Here are some highlights:

- California events draw approximately 300 participants, volunteers, and supporters.
 - Growing at 25% year over year
- 600 passionate Facebook followers
- Hundreds of daily website hits
- Email marketing list approaching 1,000 with an average open rate of 40%
- Our supporters are typically between the ages of 30- 60 years old and athletically active. Median age is 45 years old
- 50/50 women and men
- They like to shop locally and prefer to support our sponsors.
- Many will have multiple bikes worth thousands of dollars.

This is Important

- 100% of participants' fees are donated directly to cover daily life necessities breast cancer patients are confronted with, like transportation to treatment, meal preparation, paying utilities and general household demands.
- The majority of all other money raised also goes to the cause, including sponsorships.
- An all-volunteer organization, which means no one is on payroll.
- Fund directly pay for critical items to help local low-income people win their battle against breast cancer.
- Money is not given to individuals. By law, we can only pay a company for the services rendered. This is a great safeguard against fraud and the individuals who receive funds are screened through hospital social workers and other organizations.



Sponsorship Opportunities

As a supporter and sponsor to help fight breast cancer, there are many opportunities to connect with your customers. Many of the options are branding, but we encourage you to attend and interact with our participants. They appreciate sponsors and enjoy interacting with them.

All sponsorships are a great marketing investment and a tax-deductible expense.

Fun 4 Good has created a variety of options for connecting with our participants.



The Trophies

Our awards are really fun, and your logo can be placed atop the award, and you can attend the ceremony to present the award.

The options include:

- Yellow – Best Overall
- Maglia Rosa (pink) – Best Overall Woman
- Green – Best sprinter
- Polka Dot – King of the Mountain (KOM)
- White – Best Young Rider
- Red – Most aggressive
- Big Blue – Most Supportive for largest team turn out
- Diamond – Most Inspirational

Jerseys and Shorts

The Boob Ride kit is a very popular kit that is well made and great for any ride. We offer two designs and a sponsor's logo would be placed on both designs. The Sponsor logo placement options include:



1. Left Sleeve
2. Right Sleeve
3. Left Side Panel
4. Right Side Panel
5. Center of Back
6. Left Pocket
7. Center Pocket
8. Right Pocket
9. Back of Shorts

*Please note that the design of the jersey will be different each year





Banners

Our banners are used at many marketing events throughout the year, at the rest stops during the event, at all starting locations, at the finish line and as a backdrop for the awards ceremony. The first row of logos is larger and reserved for our larger sponsors.



Bib Numbers

Bib numbers are worn by every rider during the event and stared at when drafting during the entire ride. Our riders are seen all along the route showing off your support. The OC riders also use the bib number for checking in their bike and picking up after the train ride home.



Breast Stops

The Boob Ride breast stops are staffed by our volunteers that refuel and cheer on our riders. The rest stops always need a local bike shop as a sponsor to assist with mechanical issues. We also need water and nutrition sponsors. Additional sponsorships are available for companies that will benefit from sharing their local product/service with our riders.



Transportation

The Orange County ride is a one-way ride to Solana Beach. We need transportation sponsors to cover the cost of the trucks and the fuel. The trucks take the riders travel bag from the start in Irvine to the finish in Solana Beach. Then the riders' bikes are loaded on the trucks for a return to Irvine while the rider take the charter bus home. Sponsorship gives a company a great interaction opportunity with our riders before and after the ride.



In Kind Donations

Fun 4 Good greatly appreciates every type of support available to us. We accept in kind donations for products that can be silent auction items, raffle prizes at the party, or for us to sell on-line to our supporters at a discounted price.

All donations will be credited as per IRS rules.

Since 100% of the riders’ fees go to the cause, Fun 4 Good needs to cover operational expenses. We do accept credit cards, checks, and cash. Your donations are tax deductible and are a great marketing opportunity.

What Do You Do?

Contact one of our team members to discuss options or just get started here, <https://www.theboobride.org/become-a-sponsor/>.

We can accept all major credit cards online. If you would prefer to send a check, please send to

Fun 4 Good
 23636 Soresina
 Laguna Hills, CA 92653
 Attn: Jennifer Carey

Contact Information

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| | |  | | |
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| | | In loving memory | | |

