

Sponsorship Opportunities for: *Ride for the*



MARCH 6th 2010

Ride for Brain Injury Ride for our Troops
Ride for Safety

A 50k and 100k Bicycle ride to promote awareness, safety and a fund raising event for the Brain Injury Association of North Carolina.

March is Brain Injury Awareness month.

Brain Injury Awareness: Brain Injury is called the Silent Disability. According to a CDC survey, in the US, brain injuries occur 5 times more often than the well known diseases multiple sclerosis, breast cancer, HIV/AIDS, and spinal cord injuries. An estimated 180,000 North Carolinians currently live with disabilities resulting from traumatic brain injuries. Many injured military service men in Iraq and Afghanistan will be returning to NC.



The Brain Injury Association of North Carolina (BIANC) is a 501(c)(3) non-profit organization dedicated to offering help, hope and a voice for people with brain injuries and their families. Through outreach programs, BIANC provides information, training, support groups, and resources. Funding is needed for advocacy for more resources, support, and services for families impacted by brain injuries. Information about the Brain Injury Association of North Carolina can be found at: www.bianc.net



capital cycling club

The Capital Cycling Club has partnered with the North Carolina Brain Injury Association for several years honoring Mark Ornitz "The Rock", a teammate and community fund raiser himself who was injured during a bicycle race. The Ride for the Rock has been a quality event used to promote brain injury awareness and safety among cyclists. More information on the ride can be found at www.capcycling.org



Sponsorship Drive (Ends Feb 15th!)

Sponsorship Opportunities:

Yellow Jersey Sponsor (\$1,000+)

- Prominent logo placement

Polka Dot Jersey Sponsor (\$500+)

- Logo placement

Green Jersey Sponsors (\$100+)

- Logo Placement

Where does the money go? Unlike large national level charities, this grass roots charity fund raiser has almost no overhead. The entire event is put on by community volunteers, mostly from the Brain Injury Association of North Carolina and the Capital Cycling Club. All food, drinks, etc. are donated by sponsors, and the only minor costs are rental fees for some equipment. Nearly 95% of the monies collected go directly to helping traumatic brain injury survivors and their families

For more information on this event contact:

The Brain Injury Association of NC

Susan Fewell: susan.fewell@bianc.net

BIANC at PO Box 10912, Raleigh, NC 27605

The ride organizer

Russ Stapleton: russell_stapleton@yahoo.com