



17 Years of



Motorcyclists Making Miracles

The Miracle Ride Foundation, www.miracleride.net
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MIRACLE MAKING?

The Miracle Ride is an annual fundraising event for Riley Hospital for Children, a hospital that saves and/or positively affects the lives of Indiana's sickest children. In Indiana it is difficult to mention Riley Hospital for Children without someone reflecting on their own positive experience at Riley or the experience of someone close to them. The year 2010 marks the Miracle Ride's 17th year of fundraising. During the past 16 years, the Miracle Ride has raised nearly \$3 million for Riley's Children's Hospital. That money has helped to fund many of Riley's miracle making needs, such as the Pediatric Burn Unit, Pulmonology, Juvenile Diabetes, Child Life Services, the Cancer Unit, Autism Research, and much, much more.

With the help of companies like yours, the Miracle Ride Foundation is able to put on an event that brings in hundreds of thousands of dollars a year to Riley Hospital for Children. That money allows Riley to continue producing miracles for Indiana's most precious asset, our children.



Riley Facts:

"Riley Hospital for Children [is] Indiana's only comprehensive children's hospital".
(Riley Children's Foundation)

"Riley is ranked number one in the U.S. in treating complex illnesses." (National Association of Children's Hospitals and Related institutions)

"Riley Hospital is one of the top five newborn ICU's in the nation."
(Child Magazine)

"Families turn to Riley Hospital for hope and healing nearly 200,000 times each year."
(Riley Children's Foundation)

"Riley doctors are in the top one percent of their specialties nationwide." (America's Top Doctors, 14 years running).

WHO IS THE MIRACLE RIDE FOUNDATION?

We are a large group of volunteers with 501(c)(3) status.

We are motorcycle enthusiasts, many of us are Indiana business professionals with varying degrees, and all of us share a great passion for keeping children healthy. We believe that funding Riley Hospital for Children is the best way to demonstrate that shared belief.

Put all of this together and you have one of the nation's largest motorcycle fundraising events. This event allows the Miracle Ride Foundation to be in the top 10 of Riley Hospital's financial supporters.

During this two-day event, the Miracle Ride brings in around 7,000 riders mostly from Indiana, but with representation from at least 10 other states. Miracle Ride 2010 will take place on June 4th to June 6th.

On the first day of the event, money is raised for Riley through the Miracle Ride golf outing. The next day, participants share in fundraising events such as Poker Runs and a Silent Auction.

Then we all gather in the morning of the third day at the White River State Park for a ride past Riley, through Indianapolis, around the Indianapolis Motor Speedway racetrack, and back to White River for a free lunch and concert.

WHY BECOME A SPONSOR?

Demographics:

48% of participant's yearly income is over \$75,000

53.6% of participants are between the ages of 35 and 55

65% of participants are married

54% are men & 46% are women

Supporting the Miracle Ride Foundation is not only a good way to show your support for Riley Hospital...it is also a good way to gain support for your business or organization!

- Align yourself with a well-organized well-respected event that attracts many of Indiana's greatest talents, such as members of the Indianapolis Colts, Indiana Governor Mitch Daniels, entertainers from the Bob & Tom Show, Forrest and Charlotte Lucas owners of Lucas Oil and many others.
- Create awareness of your organization through our various media promotions and portray a positive image for your current customers and a diverse audience of potential new customers.
- Provide a great opportunity for employee involvement, through a matching donation program that we will customize to fit your company.
- Take advantage of year-round promotional opportunities by linking your website on our website and by being advertised on hundreds of tee-shirts and thousands of brochures.

HOW DO OUR PARTNERS FEEL ABOUT THE MIRACLE RIDE?

"For the last 6 years all of us at The Bob & Tom Radio Show have been lucky enough to be a part of the Miracle Ride. We continue to be amazed and inspired by the bikers who raise hundreds of thousands of dollars to benefit Riley Hospital for Children." (Bob Kevoian & Tom Griswold, Radio Hosts, The Bob & Tom Show)

"Lucas Oil's gift to Riley Hospital through the Miracle Ride is very important as part of the Lucas Oil success story." (Forrest Lucas, Proprietor, Lucas Oil Products)

“Over the past 15 years the Miracle Ride has supported thousands of Indiana’s most seriously ill and injured children by raising more than \$2.4 million for Riley Hospital for Children. We deeply appreciate the heartfelt dedication and support from this event’s remarkable group of organizers and participants.” (Kevin O’Keefe, CEO and President, Riley Children’s Foundation)



MIRACLE MAKING PARTNERS

Networking Opportunities: Below you will find a few of the outstanding organizations and corporations who are already partnered with the Miracle Ride



\$25,000

- The Bob & Tom Radio Show
- Indianapolis Colts
- Lucas Motorcycle Oil
- Indy Victory Polaris Motorsports
- WTHR Channel 13
- AAA Hoosier Insurance

\$10,000 - \$24,999

- American Suzuki Motor Company
- Central Indiana Chevrolet Dealers
- Dunlop Tire Corporation
- Indianapolis Motor Speedway
- L.A. Cycles & Accessories
- Rod Taylor, ABATE Legal

\$5,000 - \$9,999

- ABATE of Indiana, Inc.
- Barto’s Catering
- Calumet Harley-Davidson/Buell, Inc.
- CC Media Midwest Motorcyclist
- Depuy Orthopaedics, Inc. A Johnson & Johnson Co.
- DVC, Inc.

- G & S Research, Inc.
- Indianapolis Southside Harley-Davidson/Buell
- J.E.S. & Sons, Inc.
- Kinetico Water Systems
- Kroger Bakery
- Michael Farabaugh Studios
- Peachin Schwartz & Weingardt, Inc.

SPONSORSHIP OPPURTUNITIES

Group Sponsorship: This form of sponsorship is designed to get individuals with common interests, such as those who work together or belong to the same organization, to pool their money together and make an overall donation in that organization/company's name. All those who donate at least \$50 are eligible to participate in the Miracle Ride. Participants in the ride will each receive one of our t-shirts with their organizations logo on the back. Each group's shirts will be of a different color from all other shirts so that the groups can stand out from the rest. In order to receive all benefits listed below, your group must be able to donate no less than \$2,000. Any person who donates \$50 or more may participate in the Miracle Ride. We also encourage company matching with this sponsorship opportunity.

Overall Benefits

- Inclusion in print promotions: 100,000 brochures & 4 months in the Hoosier Motorcyclist Magazine (150,000 distributed)
- Inclusion of company name on the back of 500 participant t-shirts
- "Team Pledge Page" on miracleride.net
- Sponsor Link on miracleride.net (An average of 14,324 hits per month in 2009)
- Special section towards the front of the ride for all eligible participants of the group sponsorship.
- 4 All access passes to the event
- 4 regular event t-shirts, plus special t-shirts for all who participate in the ride
- The ability to hang your organizations banners for the two days of the event (We will hang your banners for you at our main tent)
- We can provide all materials necessary to get individuals involved, such as posters, pledge sheets, donation boxes, etc.

Special Benefits

- Company/Organization that brings in the most money through the Group Opportunity will receive a tour of the Lucas Oil Stadium that will be scheduled at a later date. Limit of 25 people for tour.
- The top individual donor from each organization, whose total raised must exceed \$500 and who participates in the Group Sponsorship program, will receive a gift package. This package will include one complimentary room at the Ramada Conference Center South for Saturday Night of the event. They will also receive two VIP badges, therefore allowing them and a guest to ride up front and to have lunch with other VIP's. (Must be present to receive prize).

SPONSORSHIP OPPURTUNITIES CONTINUED

Gold Sponsorship: \$25,000+ Donation

- Inclusion in ALL radio promotions (Radio partners that reach two-thirds of Indiana population)
- Inclusion in ALL print promotions: 100,000 brochures, 4 months in Hoosier Motorcyclist Magazine (150,000 distribution), and press releases
- Inclusion of logo on the FRONT of ALL event t-shirts
- Complimentary company banner at event venue provided by the Miracle Ride
- Website hyper link from www.miracleride.net (an average of 14,324 hits per month in 2009)
- 2 complimentary rooms at the Ramada Conference Center South for the weekend of the event (2 nights).
- 20 ALL ACCESS passes to the event, including VIP seating at the free White River Park concert during the event
- 25 event t-shirts

Silver Sponsorship: \$10,000-\$14,999 Donation

- Inclusion in ALL print promotions: 100,000 brochures, 4 months in Hoosier Motorcyclist Magazine (150,000 distribution), and press releases
- Inclusion of company name on the back of 1,000 t-shirts
- Company banner, provided by company, at the event venue
- Website hyper link from www.miracleride.net (an average of 14,324 hits per month in 2009)
- 1 complimentary room at the Ramada Conference Center South for the weekend of the event (2 nights)
- 6 ALL ACCESS passes to the Miracle Ride, including access to the White River Park concert during the event*
- 6 event t-shirts *

SPONSORSHIP OPPURTUNITIES CONTINUED

Associate Sponsorship: \$5,000-\$9,999 Donation

- Inclusion in 100,000 brochures & 4 months in Hoosier Motorcyclist Magazine (150,000 distribution)
- Inclusion of company name on the back of 500 t-shirts
- Company banner, provided by company, at the event venue
- Website hyper link from www.miracleride.net (an average of 14,324 hits per month in 2009)
- 4 ALL ACCESS passes to the Miracle Ride, including access to the White River Park concert during the event*
- 4 event t-shirts *

Event Supporter Sponsorship: \$1,500-\$4,999 Donation

- Sponsorship recognition in 100,000 brochures & 4 months in Hoosier Motorcyclist Magazine (150,000 distribution)
- Inclusion of company name on the back of 500 t-shirts
- Website hyper link from www.miracleride.net (an average of 14,324 hits per month in 2009)
- 2 passes to the Miracle Ride, including access to the White River Park concert during the event*
- 2 event t-shirts*

T-Shirt Sponsorship: \$300-1,499 Donation

- Sponsorship recognition in 100,000 brochures
- Inclusion of name on the back of 500 t-shirts
- Website hyper link from www.miracleride.net (an average of 14,324 hits per month in 2009)
- 2 passes to the Miracle Ride, including access to the White River Park concert during the event*
- 2 event t-shirts *

*Event shirts and passes will be mailed to sponsor prior to event. T-shirt sizes will be large and extra large.

Miracle Ride Sponsorship Form 2010

I would like to be a sponsor for the Miracle Ride 2010, a benefit for Riley Hospital for Children!

Individual's Name: _____

Company/Organization: _____

Address: _____

Authorization/Contact person: _____

Email: _____ Business phone: _____

Fax: _____ Cell Phone: _____

MIRACLE RIDE 2010 SPONSORSHIP LEVEL \$ _____

Event Date: June 4, 5, 6 2010

Date: _____ Signature: _____

Please remit your check or money order, made payable to the Miracle Ride Foundation, to Gino Johnson, CPA, C/O: Peachin, Schwartz and Weingardt P.C., 9449 Priority Way West Drive, Ste. 150, Indianapolis, IN. 46240

Peachin, Schwartz and Weingardt, P.C. is our accounting firm that will process your payment and provide a receipt for your tax records.

Any questions or concerns, please call Deb or Holly at 812-988-2116 or email dlfoutback@hughes.net or hollybbf@hughes.net

YOUR support is greatly appreciated.

Thank you!