

60+ Ride proudly presents the 2020 non-event
Heart to Heart
The need to know we're loved is ageless

SPONSOR & LEAD DONOR LETTER

November, 2019

Dear Prospective Sponsor,

Transportation is the number one reason older adults lose their independence and 60+ Ride meets that need by providing free transportation to Weld residents 60 and older, regardless of income, giving them the chance to live independently and maintain their physical, emotional, and mental health. Destinations include medical offices, grocery stores, financial and government institutions, houses of worship, social events, and personal grooming appointments, all of which are necessary to healthy independence.

The aging of the baby boomer generation won't peak until 2030, and their needs will have a major impact for years beyond. So the demand for our services grows, averaging one new client request per day. We have increased our ability to serve older adults, yet we need to maintain momentum to meet existing and future need. Our clients learn of our services by word of mouth and referrals from agencies, medical offices, and businesses, but we are working to build our program capacity to allow us the luxury of direct outreach to those not yet aware of 60+ Ride.

Heart to Heart is a sponsored non-event, which is where we ask you to come along side us to help Weld's aging population. We are proud that Weld County is the kind of place that takes care of its own, and we rely on that generosity in the use of a simple, low-cost format to provide critical funding. We have chosen a non-event out of respect for your time and hard-earned donations; there will not be a venue or band to pay for, nor will you need to go out in the February cold! Sponsor logos or names will be featured on a custom invitation sent to 2500 individual donors inviting them to honor or memorialize loved ones through a donation to 60+ Ride. The event culminates with the mailing of custom Valentine's Day cards to donors' loved ones and publishing the names of those being honored or memorialized in a Valentine's Day ad. Sponsors are also featured in this half-page ad in the Greeley Tribune's Sunday edition.

Please review the enclosed Sponsor & Lead Donor Opportunities page to choose which level best suits you, realizing the value and importance of lending the credibility of your good name to our cause along with your financial support.

With deep gratitude for your consideration,



Janet Bedingfield
Executive Director



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WHAT IMPACT WILL YOUR DONATION HAVE?



Have you seen 98-year-old client Gerry's picture featured as part of our grant-funded billboard and bus marketing campaign to recruit volunteers. Gerry is in unfailingly good humor and is always extremely appreciative of the transportation she receives, whether from a volunteer or our staffed minivan which transports clients to non-medical destinations in the Greeley-Evans area. Having fun with her new-found notoriety, upon seeing another bus ad while on our van Gerry commented, "The lawyer is good looking. I guess he can be on the bus, too!" Gerry simply needs our help with transportation to live her best, most independent life, and your support allows us to give her that crucial support. Thank you.

OUR MISSION

To offer older adults the opportunity to maintain their physical, emotional, and mental health while living independently.

OUR VISION

To enable older adults throughout Weld County to live independently.

OUR PROGRAM

Our volunteers provide transportation to Weld County residents aged 60 and older free of charge, regardless of income.

OUR IMPACT

1030 registered clients

8,605 rides given in 2018

Over **10,000** volunteer hours given in 2018

Less than a **5%** ride cancellation rate in 2018

OUR REWARD

Thanks so much for providing transportation and companionship for our mom over the last months. You are much appreciated.

-James, Karen, Ryan, and Jennifer

A year ago I stopped driving and let my license drop at 80 years old. It was time. I'm glad for your help when needed, and with managed nutrition and sugar levels I am alive!!!

-Nan

Sincere thanks for your great help in affording me transportation. Your volunteer drivers have all been great.

-JD

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SPONSOR & LEAD DONOR OPPORTUNITIES

PRESENTING SPONSOR - \$10,000+ Providing 600+ Rides

- Featured as the Presenting Sponsor on 2500 individual event invitations and a half-page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Recognition as the presenting sponsor with hyperlink on 60+ Ride's web site
- Recognition as the presenting sponsor in 3000 quarterly newsletters
- Recognition as the presenting sponsor on social media

VALENTINE SPONSOR - \$5000-\$9999 - Providing 300-600 Rides

- Featured as a Valentine Sponsor with name/logo featured on 2500 printed individual event invitations and in a half page Greeley Tribune Valentine's Day
- Name/logo with hyperlink on 60+ Ride's web site
- Recognition as a Valentine Sponsor in 3000 quarterly newsletters
- Recognition as a Valentine Sponsor on social media

CUPID - \$2500 - \$4999 - Providing 150-300 Rides

- Name/logo featured on 2500 printed individual event invitations and in a half page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Name/logo on 60+ Ride's web site
- Recognition in 3000 quarterly newsletters
- Recognition on social media

SWEETHEART - \$1000 - \$2499 - Providing 60-150 Rides

- Name featured on 2500 printed individual event invitations and in a half page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Name with hyperlink on 60+ Ride's web site
- Recognition in 3000 quarterly newsletters

RED - \$500 - \$999 - Providing 30-60 Rides

- Name featured on 2500 printed individual event invitations and in a half page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Name on 60+ Ride's web site
- Recognition in 3000 quarterly newsletters

PINK - \$250 - \$499 - Providing 20- Rides

- Name featured on 2500 printed individual event invitations and in a half page Greeley Tribune Valentine's Day ad with individual donors' honors & memorials
- Name on 60+ Ride's web site

MEDIA AND MARKETING SPONSORS

- Benefits commensurate with contribution; trade value equal to levels above

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RESPONSE

IN APPRECIATION TO VOLUNTEERS & IN-KIND DONORS, PLEASE

- Call 970-352-9348 or return this response form and logo to 60+ Ride on or before December 20th to ensure full sponsor recognition
- Email this form to Staff@60PlusRide.org or mail to 800 8th Ave, Suite 229, Greeley CO 80631
- If your sponsor level includes use of your logo, please submit logo via email in high-resolution color, print-ready jpeg or eps format to Staff@60PlusRide.org

PAYMENT INFORMATION

- Payment may be made in 2019 or January of 2020, by check or credit card
- Checks payable to 60+ Ride, please note 'Heart to Heart' on memo line
- Please mail checks to 60+ Ride, 800 8th Ave, Suite 229, Greeley, CO 80631
- For credit card payments, please go to 60PlusRide.org or call the office at 970-352-9348

RECOGNITION STATUS

I understand that I will be listed in all publicity offered for my sponsor level

I wish to remain an anonymous donor

CONTACT INFORMATION

Sponsor/Lead Donor Name: _____

Contact Name: _____ Donation Amount: \$ _____

Address _____

Payment enclosed/will be made in 2019 Payment will be made in January 2019

Phone _____ Email _____

Web address for hyperlink _____



FOR MORE INFORMATION, PLEASE CONTACT
Janet Bedingfield at (970) 352-9348 or Janet@60PlusRide.org