



***GOOD FUN. GOOD DIRT. GOOD CAUSES.***

*Saturday, September 30, 2023*

*16th ANNIVERSARY*



*“ITS A RIDE, NOT A RACE.”*

**- Our Mission -**

*To create epic and fun riding experiences, as a means of providing access to the sport of cycling both locally and throughout the African continent.*

***What is the GOOD Dirt Ride?***

Formerly known as The Rwanda Ride or 50 Mile Ride, this event started back in 2006. It has evolved into **one of the largest mountain bike events in Southern California.**

**We've raised over \$1.5 Million for our African non-profits the history of this event.**

These funds are used to further opportunities for young cycling hopefuls and to design an all-encompassing and thriving network of mechanics, coaches, and support positions in the sport. This provides employment and business opportunities for those in need on the African continent.

[www.gooddirtride.com](http://www.gooddirtride.com)

***Why Sponsor?***

That's simple. **Bikes change lives for the better.** Our event provides sponsors with an amazing opportunity for exposure to thousands of mountain bike enthusiasts and their families and friends.

This is not a race, our riders are weekend warriors - they are “retail customers,” people who buy your products and help grow your business.

**Over 15 years we've average close to 1,000 riders per year!**

***Will YOU join Us!***



## EVENT HIGHLIGHTS: Local Event Global Impact

- In our 16<sup>th</sup> Year we've added a local component to grow cycling in Orange County with OCMTBA one of the designated charities for this event.
- Growth from approximately 250 Riders in 2006 to **1,100+ riders over the years. 2023 looks to be our breakout year for attendance.**
- Thanks to the generous support of our 50+ local and national sponsors, our legendary post-ride party includes a **giant raffle with over \$25,000 in prizes.**
- **\$80,000 Raised last year** for a total of \$1.5 million raised in total over the last 15 years.
- A local event with global impact
- Local riders, riders from neighboring cities and states as well as special guest riders from our African partners.





## OUR CHARITIES: TEAM AFRICA RISING

*Team Africa Rising's mission is passionately fueling the rise of African men's and women's cycling.*

**Collaboration** - through the sport of cycling amongst cyclists, nations, and the world of cycling.

**Community** - build a group of teams and federations all working for the common good, to advance the sport of cycling to give hope to athletes and their countries.

**Competition** - raise the level of competition in Africa to compete on the worldwide stage to illustrate excellence in sport to the world.



### *Vision of Team Africa Rising:*

- To replicate the team Rwanda cycling success story.
- More Africans winning international races will change the face of cycling.
- African cyclists becoming role models to younger athletes in their respective nations.
- Give countries an opportunity to race competitively.
- Bring sponsorship support to the African continent.
- Bring countries together who might otherwise be in conflict via the sport of cycling.
- Building a cycling infrastructure to support businesses and employment in cycling.



**TEAM  
AFRICA  
RISING**

501(c)(3) non-profit,  
Tax ID # 27-3113955.  
[TeamAfricaRising.org](http://TeamAfricaRising.org)



## OUR CHARITIES: OCMTBA

### Orange County Mountain Bike Association

OCMTBA's mission is to protect and expand trail access in Orange County, California.

OCMTBA is dedicated to keeping and growing mountain bike access and to connect the amazing people we call our MTB friends.

OCMTBA is focused on giving back to the community by stewarding trails and providing great trail experiences for everyone.



### OCMTBA Vision

Orange County Mountain Bike Association took on the task of ensuring the 2022 GDR event came to fruition. OCMTBA did this because this event is for the Community of Cyclists in the OC. OCMTBA is an example of what happens when our COMMUNITY comes together for a goal!

- To be the **UNIFIED VOICE OF MTB**, reaching 7,000 OC MTB'rs and growing!

- To work together to **PROTECT AND EXPAND TRAIL ACCESS IN THE OC!**





# SPONSOR OPPORTUNITIES

## Ways You Can Provide Support:

- Product donations (\$500 minimum value) for our giant prize raffle.
- Cash contributions to our non-profits (Team Africa Rising and OCMTBA), funds that will directly support the development of cycling here and abroad.
- Donations of nutrition and hydration products to be used by 1200+ riders at our aid stations along the routes.
- Provide coupons, discount cards or flyers to be inserted into each rider bag.
- Promote our event through your social media and marketing channels.
- Get your company together, form a team and ride together!





# SPONSORSHIP LEVELS

	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Booth Space	<b>10x20</b>	<b>10x10</b>	<b>10x10</b>	<b>10x10</b>
Opportunity to Offer Prizes	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
“Sponsor Billing”	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Flyer, Sticker and Sampling in Swag Bag	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Presence on Website	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>	<b>Logo</b>
Inclusion in all Pre and Post Email Campaigns	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>No</b>
Social Mentions	<b>Two</b>	<b>One</b>	<b>One</b>	<b>No</b>
Logo or Name on All t-shirts	<b>Yes</b>	<b>Yes</b>	<b>No</b>	<b>No</b>
Online Article(s)	<b>1</b>	<b>1</b>	<b>No</b>	<b>No</b>
Banner Locations Onsite	<b>3</b>	<b>1</b>	<b>No</b>	<b>No</b>
Inclusion in Press Release	<b>Yes</b>	<b>No</b>	<b>No</b>	<b>No</b>
<b>Cost</b>	<b>\$10,000</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$500</b>

*JOIN US IN OUR MISSION OF MAKING THE WORLD A  
BETTER PLACE BY BIKE!*

*CONTACT US FOR INFORMATION AND INQUIRIES ON DEMOS,  
SPONSORSHIP AND OTHER CREATIVE OPPORTUNITIES.*

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