



GOOD FUN. GOOD DIRT. GOOD CAUSES.

Saturday, September 14, 2024

"Delivering MTB FUN for 17 years!"



“IT’S 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 to support bikes to Rwandans. It has evolved into **one of longest running and largest mountain bike events in Southern California.**

We’ve raised over \$1.6 Million for our African non-profits in the history of this event.

Over the years this ride helped Rwandan cycling become self-sustaining which is why we are now known as the Good Dirt Ride! These funds are now used to further opportunities to get kids on bikes and for young cycling hopefuls to advance in the sport in countries like Benin and Sierra Leone. Team Africa Rising designed an all- encompassing network of mechanics, coaches, and support positions in the sport.

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 16 years we’ve average close to 1,000 riders per year and every year our Vendor Expo gets bigger and better!

Will YOU join Us!



EVENT HIGHLIGHTS: Local Event Global Impact

- In 2023, our 16th Year we 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. Thanks to a rider survey after the 2023 even, we are implementing some exciting new changes for 2024!**
- 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.**
- **\$75,000 Raised last year** for a total of \$1.6 million raised in total over the last 15 years.
- A local event with global impact with 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 brings bicycles to the masses on the African continent

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

Community - developing access to bikes for African children. These bikes help kids get to school, stay in school and do better in school.

Competition - raise the level of competition in Africa to compete on the worldwide stage to illustrate excellence in sport to the world. TAR also works with teams and federations all working for the common good, to advance the sport of cycling to give hope to athletes and their countries.



Vision of Team Africa Rising:

- To replicate the Team Rwanda cycling success story in new countries like Benin and Sierra Leone
- To put more young people on bikes
- African cyclists becoming role models to younger athletes in their respective nations.
- 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



OUR CHARITIES: OCMTBA

Orange County Mountain Bike Association

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

Two IMBA local partners combined to become more effective MTB Advocates

It started with separate organizations. Share MTB was a long standing IMBA partner, focused on trail maintenance and events in Orange County, California since 1988. OCMTBA, founded in 2020, was a new coalition under the IMBA Local Program, focused on trail advocacy to protect and expand local trails.



OCMTBA Vision

Orange County Mountain Bike Association is the on the ground partner with Team Africa Rising. OCMTBA understands the importance of this event and 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 6000 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 for our giant prize raffle. Donations of \$500 in product secures your booth in our expanded Vendor Expo
- 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, hydration products, and musettes to be used by 1,000 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!





T-Shirt Sponsorship Placement

PLATINUM, GOLD and SILVER SPONSORS

- Have YOUR logo on the back of 1,000+ t-shirts which every participant will receive complimentary with their registration
- These shirts have become collector items over the years and will continue to advertise your company throughout the year.





Social Media Marketing

PLATINUM, GOLD and SILVER SPONSORS

- Our remarkable media team at Race World Media will ensure your promotion on our social media outlets.
- The Good Dirt Ride social media reach is close to 5,000 followers and an email list of 4,000 with additional coverage by the nonprofits of Team Africa Rising (50,000) and OCMTBA (11,000)

WIN THIS BIKE!

2023 GOOD DIRT RIDE COMMUNITY BIKE BUILD

Raffle Prize Provided by: *Pure* RIDE CYCLES

Santa Cruz High Tower

SPONSOR

SEPTEMBER 30TH

GoodDirtRide.com

Raffle prize provided by: **GIANT TRANCE X 1**

Raffle prizes provided by: **Rock n Road CYCLERY**

SPONSOR

WHEELS, HELMETS, GRIPS, PEDALS, TIRES

SEPTEMBER 30th



SPONSORSHIP LEVELS

	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>
Booth Space	10 x 20	10 x 10	10 x 10	10 x 10
Opportunity to Offer Prizes	Yes	Yes	Yes	Yes
“Sponsor Billing”	Yes	Yes	Yes	Yes
Flyer, Sticker and Sampling in Swag Bag	Yes	Yes	Yes	Yes
Presence on Website	Logo	Logo	Logo	Logo
Inclusion in all Pre and Post Email Campaigns	Yes	Yes	Yes	No
Social Mentions	Two	One	One	No
Logo or Name on All t-shirts	Yes	Yes	No	No
Online Article(s)	1	1	No	No
Banner Locations Onsite	3	1	No	No
Inclusion in Press Release	Yes	No	No	No
Cost	<i>\$10,000</i>	<i>\$3,000</i>	<i>\$1,500</i>	<i>\$500</i>

***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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