



Friends & community leaders,

People feel more isolated and cut off from each other than ever before. At the same time, we face tremendous social issues in our neighborhoods and cities—poverty, addiction, poor mental health, and more. Isolation makes all of these worse. But these challenges are solvable; residents have the skills and resources they need to create a better future for all.

Since 2008 Great Lakes Urban has been working in the communities of West Michigan as a Zeeland-based 501(c)(3) non-profit organization. Our goal is to catalyze a movement that supports and scales the efforts of local leaders as they build strong, safe, and healthy neighborhoods and cities across the Great Lakes region and beyond.

In the past year, thanks to our growing community of sponsors, we have:

- Coached and supported 15 neighborhoods across 3 states
- Directly or indirectly impacted an average of 1,200 households per neighborhood
- Gathered and trained 355 leaders in community development
- Grew our budget, impact and reach by over 100%

With your help, we can do more! Central to our strategy is raising the support necessary to recruit, equip and deploy residents as Neighborhood Connectors. Neighborhood Connectors help their peers collectively discover and act on what they care about. As Meg Wheatley rightly points out, there is no greater power for change than this!

I would like to invite you to be a part of our growing story by supporting our annual cycling fundraiser called Restoring Our Cities, or ROC. This year, ROC will be held on September 7, 2024. Our \$35,000 goal for the event will allow us to support two new Neighborhood Connectors, allowing us to expand our reach to new communities.

There are a lot of ways to be a part of the ROC family. You can:

- Ride in the event and/or organize a team to represent your company
- Volunteer to assist with the event and/or give your employees time to volunteer
- Sponsor the event at \$500, \$1,000, \$2,500, or \$5,000, and get recognized for it
- Donate toward a rider/team, or become a fundraiser and raise support

Learn more about the event and the many ways to participate at www.roccycling.org. Thank you again for being a part of our growing movement!

Sincerely,

A handwritten signature in black ink, appearing to read "ER Smith". The signature is fluid and cursive, with a prominent "E" and "S".

Eric R. Smith

Executive Director, Great Lakes Urban

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RESTORING OUR CITIES

TOGETHER, WE CAN BUILD STRONG NEIGHBORHOODS & CITIES



EVENT DETAILS

10th Annual
RESTORING OUR
CITIES (ROC)
bike ride

7 September
2023

Johnson Park
4049 Butterworth SW
Walker, MI 49534

EVENT OVERVIEW

Every year in September, a group of cyclists, their families and their supporters gather for a fundraiser called Restoring Our Cities. The event is a single-day bike ride with multiple options for amateur cyclists and enthusiasts alike. See the back page for more details.

THE IMPACT YOU WILL HAVE

33% of Americans report feeling isolated. This has the same impact as smoking 15 cigarettes a day and it costs our national economy \$406 billion a year.

When you support Great Lakes Urban, you're building more connected, and therefore healthier and more economically vibrant neighborhoods and cities.

Plus, supporting a cause like ours will help boost your image. In fact, 92% of customers view brands that support a cause more positively.

And, 74% of workers are more satisfied when their employer is engaged with the community. Our event offers them health- and team-building opportunities.

WE OFFER 3 WAYS TO PARTNER

1 FINANCIAL SPONSORSHIP

Your financial support will help us transform lives in 2 new neighborhoods. We provide 4 Restoring Our Cities sponsorship levels (see below). Both one-time donations or monthly giving options are available.

- \$500+ = *Block Champion*
- \$1,000+ = *Neighborhood Champion*
- \$2,500+ = *City Champion*
- \$5,000+ = *Regional Champion*

We offer the following along with our sincere thanks.



BLOCK CHAMP

Logo on T-shirts & website (not printed items)

2 mentions on social media, blog & email

Promoted at event via announcements

1 post-event mentions in email & social media

NEIGHBORHOOD CHAMP

Logo on website, T-shirts & on printed materials

3 mentions on social media, blog & email

Promoted at event via signs & announcements

2 post-event mentions in email & social media

CITY CHAMP

Logo on website, T-shirts & on printed materials

5 mentions on social media, blog & email

Promoted at event via signs & announcements

3 post-event mentions in email, blog, social media

REGIONAL CHAMPIONS!!!

Become a Regional Champion and you will be recognized as the main event sponsor on all materials and announcements.

- Logo on website, T-shirts & on printed materials
- 7 mentions on social media, blogs, emails (reach=1,500+)
- Featured at registration tent, speaking option
- 4 post-event mentions, including a newsletter article

2 EMPLOYEE/MEMBER SPONSORSHIP

Turn this event into a team building opportunity. Inform your employees, customers or members about how they can get involved. Here are some options.

- *Riders* participate as solo cyclists, as a family, or as a part of a team representing a business or organization
- *Fundraisers* are riding teams who get their own campaign webpage and materials to secure donations
- *Donors* donate toward the event or to the campaigns of their colleagues



3 IN-KIND SPONSORSHIP

In addition to financial sponsorships, we welcome your support with the following items.

- Give your employees time for *volunteering* at the event
- Provide event marketing and communications at your business
- Provide snacks, T-shirts, cyclist supplies/services or event materials

THINGS TO KNOW:

- We provide several (including family-friendly) route options for novice to experienced riders with all routes leaving from Johnson Park near GR. Options extend from 5 to 75 miles on road/multi-use recreational Trails.
- We welcome children under 18 when they are accompanied by an adult. Families are encouraged to join.
- Helmets are required for safety purposes. A support crew will be available to ensure help is always nearby.
- Each rider gets a t-shirt, snacks, water, supplies, SAG support, and an outreach packet for easy fundraising for those that join as a fundraiser!
- \$35 registration fee to cover event costs. \$25 per rider for a family of 4 or more. \$10 per rider who is 17 or younger.
- Respect the beautiful biking trails and areas of West Michigan we will be riding through!
- Most importantly... have fun while doing good! Bike on!



Thank you 2023 sponsors:



RESTORING OUR CITIES
Bike Tours | Ride Hard | Do Good

Building For Life.

Contact Eric with questions or feedback
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