

Fijis Across America

Partnered with:

alz.org | alzheimer's  association®

Greater Kentucky / Southern Indiana Chapter

**A Cross Country Bike Ride to Raise Money for
Alzheimer's Research**

Sponsorship Packet

What is Fijis Across America and how did it get started?

Fijis Across America: “Fighting Alzheimer’s One Mile At a Time”

Fijis Across America is a cross-country bike ride planned for the summer of 2010 to raise money for the Alzheimer’s Association. It will begin in Oceanside, CA and end in Yorktown, VA, covering over 3,200 miles in approximately 6-7 weeks.

It has always been a goal of mine to achieve what most people consider unattainable; like thru- hiking the Appalachian Trail, staying on a rodeo bull for 8 seconds , or climbing Mount Everest. On July 9, 2008 (my 18th birthday) I sat down and made out a list of “50 things I want to do before I die”, and it just so happened that cycling across America was #7 on this list. This packet has been assembled to tell you about how one of my biggest dreams has turned into a reality and how you can help make a difference in our local communities, across the Commonwealth of Kentucky, and throughout the nation.

In the spring of 2005 my grandfather, Barrett Cummings, was diagnosed with Alzheimer’s disease. Being his only grandchild I was very close with my Papaw and was able to spend a lot of time with him. During the summer we would start off our days with a bowl of ‘Honey Bunches of Oats’ and then proceed to work in the garden and sell our produce at a vegetable stand he helped me with. My grandfather had served in the Air Force and as a firefighter in his younger years. He owned his own construction business and built the house that I was raised in. He was a deacon in his local church, served his local Masonic Lodge as Grand Master for a year. Over the next 4 years I was forced to watch my grandfather slowly dwindle away as the effects of Alzheimer’s became more severe.



Watching the effect this had on my family was very tough. Every moment my mother had off work was spent at my grandparent’s house helping out. My grandmother hired a woman to assist her in caring for my grandfather throughout the week, and he even qualified for help from Hospice for some time. Needless to say, we did everything we could to help him, but in the end it was not enough. When my Papaw passed away he was a completely different man. He had not known what time of the day or day of the week it was for the past several years. His

entire life he had weighed a healthy 180 pounds, but when the men from the funeral home arrived on July 10, 2009, he weighed in at 78 pounds. He had used profanity towards my family members and I on numerous occasions- before I was fifteen years old I had never heard a curse word roll off of his lips.

Seeing the impact Alzheimer's disease had on my grandfather inspired me to do something to honor his life and to raise money to fund research into a disease that devastates so many. That is how Fijis Across America came about. In May of 2009 I used my textbook money to buy my first road bike (which was older than me) and start training. I had aspirations to cycle across country and raise money for Alzheimer's research. In retrospect- I had no idea what I was getting myself into. With my grandfather's death in July came a lot of determination and motivation. I was able to get friends from high school and college to buy into the ride and commit to ride as well. We have partnered with the Greater Kentucky/ Southern Indiana Chapter of the Alzheimer's Association to help out with this ride. Our goal is to raise \$75,000 to benefit Alzheimer's research and to raise awareness across the country about the disease. In doing this we hope to represent the Alzheimer's Association, our universities, and the organizations we are affiliated with in the best way possible. We are doing this in memory of my grandfather, but will also be riding in memory of all of those who have passed away due to Alzheimer's disease or are currently living with it.

In order to make this ride a success and gain the type of nationwide media attention I envision, corporate sponsors will be key. There are several opportunities for sponsorships available, including: company name and logo on our website, company logo on the support vehicles for the duration of the ride, company logo on t-shirts and/or biker's jerseys, company name and mention in brochures at programming and events as well as presentation opportunities, company mention in media relations, and even naming rights for the event. The sponsorship levels and benefits are included on the following page of this sponsorship packet. Please remember, thanks to our partnership with the Alzheimer's association, **all in-kind and monetary donations are tax-deductible.**

I would strongly encourage you to visit our website where you can find rider profiles, an in-depth route, a store with Fijis Across America merchandise, as well as a blog from the riders. The URL is **www.fijisacrossamerica.com**.

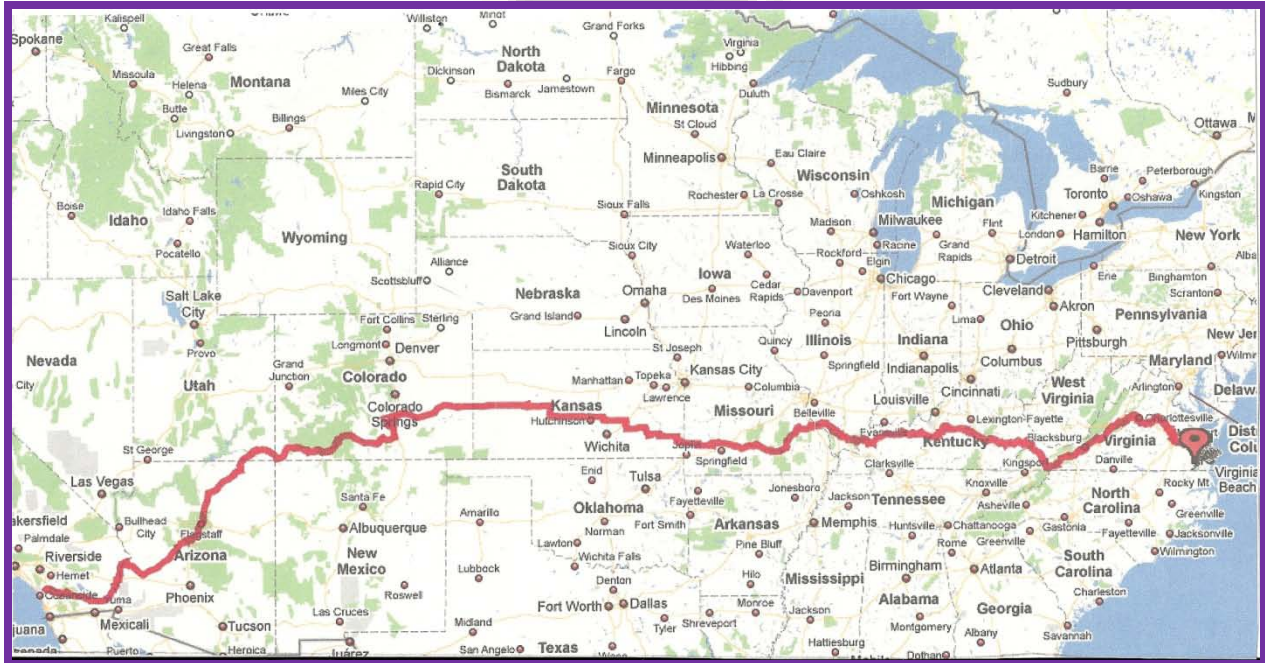


If you have any questions, feel free to contact me via email at **tyler.jury@gmail.com**, or by phone at **(270) 766-7121**.

God Bless,

Tyler Jury

The Route



Route Specifics

Approximate Route Length: 3, 200 miles

Starting Location/Date: Oceanside, California on approximately May 25, 2010

States Traveled: California, Arizona, Utah, Colorado, Kansas, Missouri, Illinois, Kentucky, Virginia

Ending Location/Date: Yorktown, Virginia on approximately July 20, 2010

Duration of Trip: 6-7 weeks

Elevation Change: Sea level to 10,500 feet above

Overnight Accommodations: Campgrounds, Hostels, Hotels/Motels

Other Details: “SAG” Wagon/Support vehicle will be utilized throughout entirety of the trip

How WE can help YOU

Q: This all sounds great, but how can we help promote your business with this ride, and how many people will it reach?

A: Fijis Across America has already presented at Alzheimer's Association Memory Walks in 4 cities around Kentucky (Bowling Green, Louisville, Lexington, and Elizabethtown). We hosted a 5K/ 2mile walk and Cornhole Tournament in Radcliff, KY as a fundraiser. We have many opportunities for your business to get local, statewide, and even nationwide attention:

- Our website averaged ~450 hits/day in December 2009, but has dramatically increased to over **2500 hits and over 100 visits/day** in January! In **March we have attained 132 visits/ day**. We anticipate for these numbers to continue to climb as the ride nears.
- Our Facebook group is also approaching **2,000** fans. Our fans come from all across the U.S. as well as 17 different countries! We have large support coming from St. Louis, MO, Los Angeles, CA, and Reno, NV. We are continuously working to expand our network and gain supporters along and near our route (available on our website).
- The Greater Kentucky/ Southern Indiana Chapter of the Alzheimer's Association is working with us to promote our event through their Public Relations firm in Louisville, KY. Press releases have gone out to media outlets across the state of Kentucky. Our story has been picked up by the Associated Press and spread to media outlets all around our region
- Brochures will be created and passed out to several hundred supporters that attend the three kick off events we will be hosting leading up to the trip. The Elizabethtown kick off party is scheduled for March 27, 2010.
- We are working through the WKU Alumni Association and WKU Media Relations department to spread the word. A story has been created for the WKU Alumni Magazine, which will be to **90,000 WKU Alumni** across the globe by the end of March. We will also be featured in a WKU Alumni Association newsletter that will be sent out electronically to **~35,000 people**.
- A front page article was printed in the Hardin County Independent (circulation: 5,000) on January 21, 2009 featuring Fijis Across America. We have also had articles in Louisville's Courier Journal and the Glasgow Daily Times. We anticipate many more articles in the future
- WKU's Media Relations department has sent out news releases throughout Bowling Green. **We were selected as one of the rotating lead stories on WKU's Homepage (www.wku.edu) as one of the "Student Spotlights" during the month of January.**
- We have been on WQXE 98.3 in Elizabethtown, KY and have been invited to call in and participate in their morning show. We will also be featured on 100.5 in Elizabethtown, as well as 100.7 and ESPN Radio in Bowling Green.
- Articles will be written in the Bowling Green Daily News, Elizabethtown News Enterprise and the WKU College Heights Herald.

- **We have had live interviews with two of the largest television stations in Kentucky- WHAS-11 in Louisville and WLEX in Lexington.** We will also be on WBKO Mid Day Live and the WNKY morning show in Bowling Green
- The riders will wear their Fijis Across America T-Shirts each day while producing a video blog to be posted on the website.

Sponsorship Levels and Benefits

- **Title Sponsorship- \$5,000+**
 - All Diamond Club donor benefits
 - Naming rights for Fijis Across America (Limit one)
 - Name and logo on front of Fijis Across America t-shirt
 - Name and logo on front of website
 - Company logo on all riders' full uniforms
- **Diamond Club Donor- \$2500-\$4999**
 - All Platinum Star Donor Benefits
 - Company Logo on Banner
 - Company mentioned in all media relations
 - Presentation opportunities at kickoff events
 - 10 FIJIS Across America t-shirts
- **Platinum Star Donor- \$1000-\$2499**
 - All Gold Star donor benefits
 - Company logo on support vehicles for duration of the ride
 - Company logo on front page of website
 - Company name on all advertising materials
 - 5 Fijis Across America t-shirts
- **Gold Star Donor- \$500-\$999**
 - All Silver Star donor benefits
 - Company signage and opportunity to set up information table at kickoff events
 - Company name on back of Fijis Across America t-shirts
 - 2 Fijis Across America t-shirts
- **Silver Star Donor- \$250-\$499**
 - All Bronze Star donor benefits
 - Company logo and link on website (Sponsor's page)
 - Company name on programs at kickoff events being held in 3 cities:
Bowling Green, Louisville, Elizabethtown
- **Bronze Star Donor- \$100-\$249**
 - Company name and link on website (Sponsor's page)
 - Fijis Across America t-shirt

Sponsorship levels will be separated on website. Donors can have name on site under their sponsorship level, or choose to remain anonymous.

Needs List

Camp Setup/Sleeping Gear Lightweight 40 Degree Sleeping Bags Sleeping Pads 3-4 Two Man Tents	Camping Accessories Headlamps
Kitchen/Cooking Kitchen/Cooking Utensils, Pots, Pans, etc. Lightweight Backpacking Stoves Water Purification Tablets + Iodine	Cycling Clothing/Gear Compression Sacks Cycling Sunglasses Cycling Shorts Cycling Jerseys Short Fingered Cycling Gloves 6 Helmets Water Bottles Hydration Systems/Backpacks
Food/Energy Flavored Drink Mixes Energy Foods (bars, gels, etc)	Bike Maintenance/Tools/Parts Brake Pads Extra Spokes Tri-Flow Lubricant 7 foot Bike Lock
Hygiene/ First Aid Sunscreen Lip Balm Bandages Ibuprofen	



Sponsorship Registration Form

We offer 6 levels of sponsorship opportunities, your support helps to further fund Alzheimer's research and multiplies our efforts to raise money and increase awareness.



Choose your level of support:

Title Sponsor \$5,000+

Sponsorship Benefits include:

- All Diamond Club donor benefits
- Name and logo on front of Fijis Across America t-shirt
- Company logo on all riders' full uniforms
- Naming rights for Fijis Across America (Limit one)
- Name and logo on front of website

Diamond Club \$2500-\$4999

Sponsorship Benefits include:

- All Platinum Star Donor Benefits
- Company mentioned in all media relations
- 10 FIJIS Across America t-shirts
- Company Logo on Banner
- Presentation opportunities at kickoff events

Platinum Star \$1000-\$2499

Sponsorship Benefits include:

- All Gold Star donor benefits
- Company name on all advertising materials
- 5 Fijis Across America t-shirts
- Company logo on support vehicles for duration of the ride
- Information booth and opportunities for giveaways during kickoff events

Gold Star \$500-\$999

Sponsorship Benefits include:

- All Silver Star donor benefits
- Company name on back of Fijis Across America t-shirts
- 2 Fijis Across America t-shirts
- Company signage at kickoff events
- Company logo and link on website

Silver Star \$250-\$499

Sponsorship Benefits include:

- All Bronze Star donor benefits
- Company name on programs at kickoff events being held in 3 cities: Bowling Green, Louisville, Elizabethtown

Bronze Star \$100-\$249

Sponsorship Benefits include:

- Company name and link on website
- Fijis Across America t-shirt

Sponsorship Registration Info

I would like to pledge my sponsorship for a later date:

***This provides you the opportunity to sponsor for a given amount and pay later. This is to account for marketing budgets and availability of funds during a fiscal year**

If yes, please provide details about proposed sponsorship (beginning of fiscal year, etc):

Total Contribution: \$ _____

Company Name: _____

Contact: _____

Address: _____

City: _____

Phone: _____ Email: _____

Mile-By-Mile Donation

I would like to donate for an individual rider or support the whole group, **MILE BY MILE**:

If yes,

Rider's Name (if applicable): _____

Amount Per Mile: \$ _____

In-Kind Donation

I would like to donate the additional items: _____

****All donations to Fijis Across America are tax-deductible**

*****Please make checks payable to: Alzheimer's Association**

Mail registration form and check to the attention of:

Fijis Across America 2010
609 Cedar Drive
Elizabethtown, KY 42701

Sponsorship Questions:

Tyler Jury—270.766.7121
tyler.jury@gmail.com

Meet the Riders





