

Ride Wythe Us to End Homelessness - June 18, 2022

Business Supporters

Based in Wytheville, Virginia, Helping Overcome Poverty's Existence (HOPE), Inc., a non-profit 501(c)(3) charitable organization serving a five county area of Bland, Carroll, Grayson, Smyth, and Wythe, as well as the city of Galax. HOPE is a human services organization providing tools to build community sustainability and independence.

Fast and Fiorini Ride A-thon business supporters have access to a dynamic demographic of active lifestyle consumers and committed community leaders that span ages, industries, and families with disposable income.



MEDIA OVERVIEW

| Source | Traffic / Engagement |
|------------------------------|----------------------|
| Website Annual Page Views | 18,000 |
| Website Annual Unique Visits | 10,000 |
| Facebook Annual Reach | 54,800 |
| Facebook Annual Engagement | 31,400 |
| Email List | 1,000+ |
| Attendees | 200 projected |
| Total | 115,500 |

| Business Support Tracts | Charitable Gift | Team Partnership (Engagement) | Sponsorship Package (Customized) |
|---|-----------------|-------------------------------|----------------------------------|
| Tax-deductible donation with letter and website acknowledgment | ✓ | | |
| Unrestricted gift of \$616 or more for Virginia NAP State Tax Credits | ✓ | | |
| Give product, services, or promotional items as prizes | ✓ | | |
| Create a business team and invite employees and customers to ride, teams compete to raise funds | | ✓ | |
| Challenge coworkers or an industry rival to see who can raise more | | ✓ | |
| Title Sponsorship (presented by) | | | ✓ |
| Category exclusivity: The official "industry" partner | | | ✓ |
| On-site event day exhibit, sampling, and/or marketing distribution rights | | | ✓ |
| Onsite signage | | | ✓ |
| Database, digital, social media, special offers, and list marketing | | | ✓ |
| Special offers in email and social media announcements | | | ✓ |
| Other benefits – we customize to reach your target audience | | | ✓ |