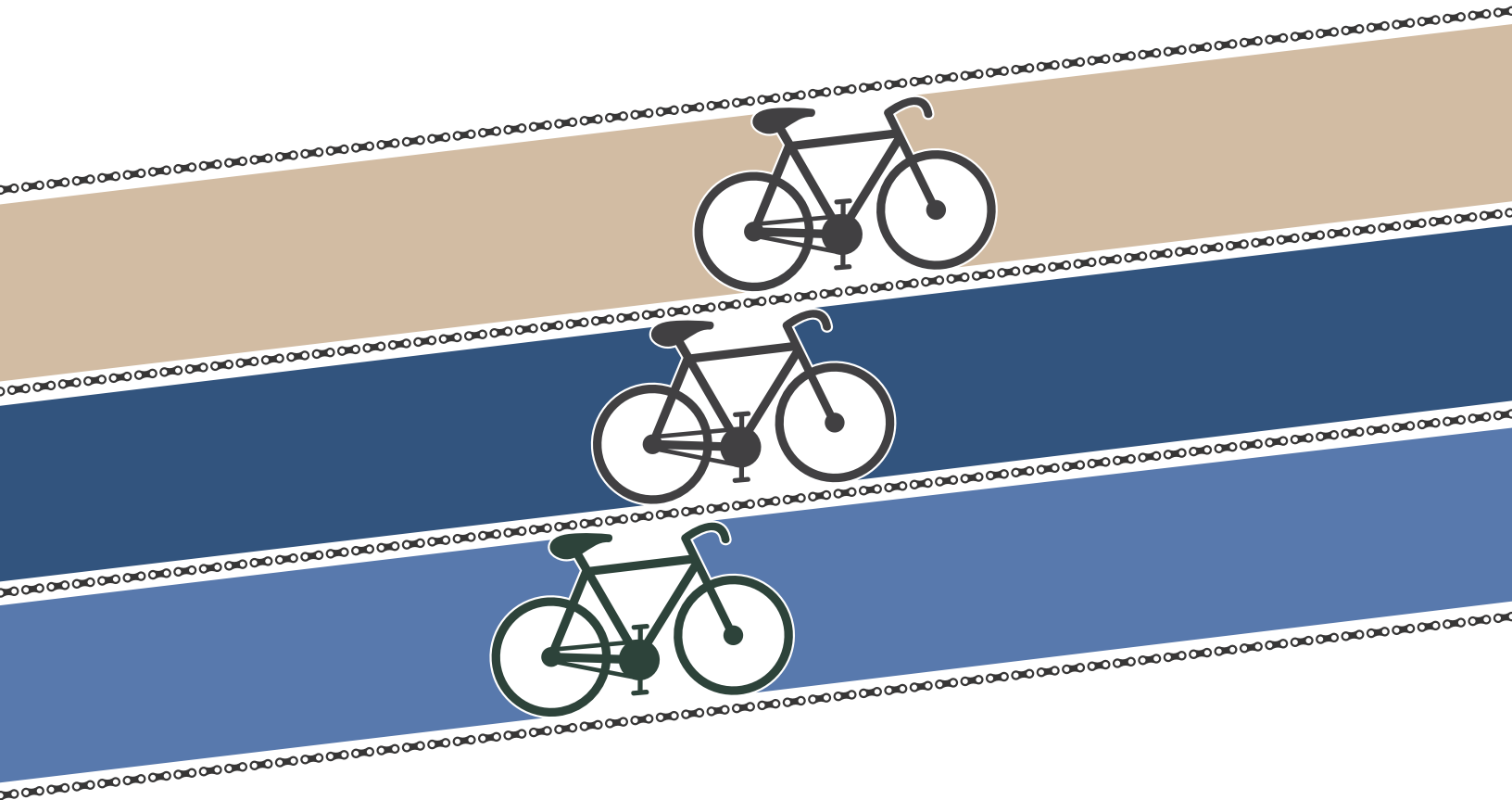


# APRIL 19, 2020

THE RECOVERY RIDE.ORG  

15, 25 & 40+ MILE ROUTES



SAN DIEGO, CALIFORNIA  
REGISTER EARLY, BRING FRIENDS, BRING WHEELS



# THE RECOVERY RIDE

SUPPORT SAN DIEGO NONPROFITS LIKE STEPPING STONE OF SAN DIEGO AND THE SAN DIEGO HIV FUNDING COLLABORATIVE



# GET YOUR HEART IN GEAR & CYCLE FOR A CAUSE

We are so excited to be “gearing up”  
for The Recovery Ride 2020!

I would like to thank you for your time and interest in supporting our mission. The Recovery Ride is a charity bike event connecting our love of cycling with our commitment to giving back to the communities we live in. Participants will engage in a healthy activity while raising awareness about recovery from alcohol and drug addiction and HIV prevention.

As we gear up for our fifth year of this event, we would like to invite you to partner with us and support our mission. You will be connected with a broad based community of riders and volunteers that want to have fun and give back, avid supporters of the recovery and HIV communities, and health-conscious event participants. Our communities are tightly-knit and loyal to the business that support our cause. There will be different opportunities for engagement to promote your brand and products.

The event this year will take place April 19, 2020 with a start and finish-line festival at Swiss Park along the Bayshore Bikeway circling San Diego Bay. We expect a minimum of 450 participants this year, following on the huge success of our 2016, 2017, 2018 and 2019 events. Riders can once again choose one of three cycling routes (12/25/40+ miles), satisfying the casual rider, as well as those training for the tour! To realize the full benefit of our joint publicity, please sign up early!

If you have any questions please let us know. Otherwise, let's look forward to grabbing a friend, getting on a bike, and “getting our hearts in gear” for a great cause.

— Jere Halligan



## SPONSORSHIP CONTACTS

**JERE HALLIGAN**

jere@therecoveryride.org

**JAMES SHARKEY**

james@avenirthinking.com





# THE RECOVERY RIDE

## EVENT PHOTOS





# THE RECOVERY RIDE

## 2019 SPONSORS



## 2019 COMMUNITY PARTNERS





# THE RECOVERY RIDE

## SPONSORSHIP LEVELS



### "TITLE EVENT" SPONSOR

**\$10,000 AND ABOVE**

- ✓ Main Title Event Sponsor
- ✓ Start/Finish Line Exclusive Branding
- ✓ Primary logo on event jerseys
- ✓ Name listed at all locations
- ✓ Photo Watermark Opportunity
- ✓ Check Presenting/Presentation
- ✓ Logo on bike number placards
- ✓ 5 free registrations



### PLATINUM "FESTIVAL" SPONSOR

**\$5,000 AND ABOVE**

- ✓ Full branding at festival
- ✓ Large logo on event jerseys
- ✓ Logo on bike number placards
- ✓ 5 free registrations
- ✓ Verbal recognition at event



### GOLD "REST STOP" SPONSOR

**\$2,500 AND ABOVE**

- ✓ Full branding at one rest stop
- ✓ Logo on event jerseys
- ✓ 2 free registrations
- ✓ Verbal recognition at event



### SILVER SPONSOR

**\$1,000 AND ABOVE**

### ALSO INCLUDED WITH ALL SPONSORSHIP LEVELS

- ✓ Organization name on t-shirt
- ✓ Logo and link on website and partner newsletter
- ✓ Logo on signage and posters (1000+)
- ✓ 10'x10' Exhibit Space at Festival





# THE RECOVERY RIDE

## 2019 BENEFICIARIES

stepping stone  
of san diego

### **STEPPING STONE OF SAN DIEGO, INC.**

Stepping Stone of San Diego provides a long-term residential recovery program with a focus on the LGBT community, with doors open to all who seek their services. Stepping Stone also provides aftercare services, and support services for those affected by HIV. By design, no one is turned away for lack of funds at Stepping Stone. Their services mend lives and give clients the tools to break free from the grip of addiction. People are given new positive direction and their lives back. Broken souls are healed and families are reunited. Stepping Stone's important work turns alcoholics and addicts into miracles.





# MEDIA

## FOR IMMEDIATE RELEASE

Cyclists Are Riding For A Sober Cause "The Recovery Ride" Hits The Road April 19, 2020

San Diego, CA - September 18, 2019- The Recovery Ride, a one-of-a-kind charity event in San Diego, will hit the road on Sunday, April 19, 2020 with over 450 riders and volunteers all pedaling to support two important causes.

"The Recovery Ride is the only charity bike ride in San Diego aimed at supporting the efforts of men and women working to get and stay sober and recover from HIV/AIDS," says ride Co-Director Jere Halligan. "But that's not the only thing that makes us unique."

"We are working to ensure every dollar fundraised goes directly to our beneficiaries and stays right here in San Diego," says Rob Rubright, the Ride's other Co-Director.

This year's event will benefit two organizations that make a deep impact in the lives of others. Stepping Stone of San Diego is a non-profit residential alcohol and drug recovery agency that offers a variety of treatment and recovery programs for a diverse group of participants, including members of the LGBTQ community, regardless of their ability to pay. The San Diego HIV Funding Collaborative is a program of the San Diego Human Dignity Foundation and provides much needed resources to HIV service providers throughout the County.

The Recovery Ride provides fun options for both experienced and casual riders, with three route lengths (12/25/40+ miles). All three will originate at the Swiss Park event center in Chula Vista and continue along Bayshore Bikeway to the Silver Strand, the former Olympic Training Center and beyond. Ride-out times will be staggered from approximately 8:00 to 9:30 am, and all are anticipated to be back to the finish line between 11:00 am and 1:00 pm.

In cycling terms, a "recovery ride" is a short ride the day after a long, grueling one to help the body "recover."

"There's obviously a double entendre there," said Rubright. "We are wanting to share our passion of cycling for a cause while hopefully inspiring others to 'get their hearts in gear.'"

The day before the ride, organizers are planning a "Day Zero" event at the Stepping Stone residential treatment center (3767 Central Avenue in San Diego) to permit riders to pick up registration packets, and introduce them to the great work being done by the organization. The Day Zero event will take place on Saturday, April 18, 2020, from 10:00 am – 1:00 pm. The public is welcome and light snacks will be served.

On the day of the ride, community groups and other organizations have signed on to host a festival and rest stops to welcome and cheer riders and hand out refreshments. In previous years, Cheer San Diego Extreme, The Sisters of Perpetual Indulgence, Delta Lambda Phi and others have signed on to host rest stops in Imperial Beach, Coronado, and Chula Vista. Each rest stop will have its own theme, performances, dance, music, etc.

"The Recovery Ride is a fun event," said Halligan. "We don't take ourselves too seriously. The Recovery Ride combines a ton of fun, a lot of heart, maybe a few tears, with fits of cheering. We won't have a lot of competition and a requirement to wear spandex (although we don't mind if you do!)."

For information, visit [www.therecoveryride.org](http://www.therecoveryride.org)

## MEDIA CONTACT

Jere Halligan

[jere@therecoveryride.org](mailto:jere@therecoveryride.org)

The Recovery Ride – [therecoveryride.org](http://therecoveryride.org)

