



The TransContinental Ride for Humanitarian Aid

# 2006 Sponsor Kit

Seattle to Boston | June 1st -July 27th

**The mission of the Yes Ride is to dramatically reduce poverty and suffering  
in the world**



The Yes Ride Headquarters  
709 Baseline Road  
Boulder CO 80302  
(904) 476-0277  
[www.yesride.org](http://www.yesride.org)

## **WHY THE YES RIDE?**

**By contributing to the Yes Ride, your organization is making the statement, “We encourage the youth of America to achieve greatness by assisting humanity.”**

**All donations to the Yes Ride are 100% Tax Deductible**



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## NEEDS

### FINANICIAL

The Yes Ride welcomes monetary donations which will be transferred to our beneficiaries upon completion of the 2006 Yes Ride. Financial donations will have a direct impact in the lives of hundreds in the developing world.

### IN-KIND

The Yes Ride needs an assortment of cycling and logistic related donations including: **a 12-15 person passenger support van, gas cards, sleeping bags, large backpacks (approx 6-7000cc), tires, tubes, bike tools, a portable bike repair stand, sports drinks, energy bars, cycling jerseys, cycling shorts, rain gear, socks, gloves, bicycles and replacement parts, Thermarests, hotel rooms, restaurant chain donations, first aid kits, sunglasses, roof rack systems, and floor bike pumps.** We also need donations for rider entertainment including: **a video projector to show movies, bowling and movie theater passes, tickets to sporting events, concerts, plays, and museums.** In-Kind donations will increase the amount of funds we are able to send to our beneficiaries and In-Kind donations will increase the comfort and safety of every Yes Rider.

### ADVERTISEMENT

The Yes Ride welcomes in-kind donations of print, radio, or television advertisements. A donation of advertisement will increase the scope of both the 2006 Yes Ride and the 2007 Yes Ride. In-kind donations of advertising will ensure more children will be able to attend school, more sick people will receive adequate health care, the search for AIDS and malaria vaccines will be accelerated, more families will be provided with animals so they can create their own future, and more women will be empowered to promote peace both in their lives and in their communities.

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## LEVELS

### **TITLE Sponsor** **\$15,000 and Above**

*(a minimum \$10,000 monetary contribution must be made to be considered a title sponsor)*

- The Yes Ride will now be **presented** by your organization
- **Exclusive** logo and name placement on the front page of [yesride.org](http://yesride.org)
- **Exclusive** logo and name placement on the front of all Yes Ride Jerseys and Shirts
- **Large** Logo and name placement on four sides The Yes Ride's support Van
- Promotion of your organization as we encounter media across the nation, including major markets such as Seattle, Chicago, The Twin Cities, Cleveland, New York City and Boston.
- Sponsorship of Video and audio Podcasts along the route
- Logo and name placement on weekly email newsletter
- Logo and name placement on thank you letters written by riders to donors
- Name and logo placement on Riders blogs which will be viewed by friends, family, and donors along the route
- Logo and name placement on the 2006 Yes Ride Banner
- Logo and name placement on all 2006 Yes Ride Flyers

### **GOLD Sponsor** **\$7,500 – 15,000**

- Logo and name placement on [yesride.org](http://yesride.org)
- Logo and name placement in Large font on the back of all Yes Ride Jerseys and Shirts
- Large Logo and name placement on two sides of The Yes Ride's support Van
- Sponsorship of Video and audio Podcasts along the route
- Logo and name placement on weekly email newsletter
- Logo and name placement on thank you letters written by riders to donors
- Promotion of your organization as we encounter media across the nation, including major markets such as Seattle, Chicago, The Twin Cities, Cleveland, New York City and Boston
- Name and logo placement on Riders blogs which will be viewed by friends, family, and donors along the route
- Logo and name Placement on all 2006 Yes Ride Flyers

### **SILVER Sponsor** **\$3,750 - 7,500**

- Logo and name placement on [yesride.org](http://yesride.org)
- Logo and name placement on the back of all Yes Ride Jerseys and Shirts
- Medium sized Logo and name placement on one side The Yes Ride's support Van
- Sponsorship of Video and audio Podcasts along the route
- Logo and name placement on weekly email newsletter
- Promotion of your organization as we encounter media across the nation, including major markets such as Seattle, Chicago, The Twin Cities, Cleveland, New York City and Boston
- Logo and name Placement on all 2006 Yes Ride Flyers

### **BRONZE Sponsor** **\$1,000 - 3,750**

- Logo and name placement on the back of all Yes Ride Jerseys and Shirts
- Logo and name placement on The Yes Ride's support Van
- Logo and name placement on weekly email newsletter

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## OVERVIEW

We are a group of young individuals from Boulder Colorado, who have created an annual bike ride across the United States to raise funds for beneficiaries who are committed to improving the lives of individuals in the poorest regions of the world.

The selection of our beneficiaries is based on four key United Nations Millennium Development Goals:

- increase education,
- reduce extreme poverty,
- improve healthcare, and
- assist in HIV and malaria vaccine research

This year's event will begin in early June and take riders from Seattle, through the Cascade Mountains, across the continental divide in Glacier National Park, through the rolling hills of the Midwest, across the headwaters of the Mississippi river, along the coast of the Great Lakes, across the Alleghenies, through New York City and end in Boston.

Each participant in our event is required to raise \$4,000. While on the ride, participants will stay at schools, religious organizations, Rotary clubs, and other sponsors. No individual at our organization receives any monetary compensation and all proceeds will be divided among our beneficiaries.

There are two goals for this event. *The Yes Ride* seeks to

1. net a minimum of \$200,000 for our four beneficiaries
2. create a moving monument that motivates humanity to fight the emergency of global AIDS and extreme poverty. This monument will be 4,000 miles long and it will involve up to 50 young people who are devoting two months of their lives to the forgotten people in the world.

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## BENEFICIARIES

### **Emory Vaccine Center**

**[vaccines.emory.edu](http://vaccines.emory.edu)**

The Emory Vaccine Center is focused on developing vaccines for two of the world's most devastating diseases- HIV/AIDS and malaria. These two diseases kill over 4 million people annually and place more than 300 million into acute illness

### **International Peace Initiatives**

**[ipeacei.org](http://ipeacei.org)**

Each dollar that is donated to IPI will go towards secondary education tuition in Kenya. Currently, 58% of children in Sub Saharan Africa are enrolled in primary school – only 20% of these students will be able to continue on to secondary school. IPI has committed to place no administration fees on all funds donated from Yes Ride.

### **Heifer International**

**[heifer.org](http://heifer.org)**

Heifer provides families with resources such as cows, chicks, goats and tree seedlings, along with their knowledge, resources, and skills, to create an expanding network of hope, dignity, and self-reliance that reaches around the globe.

### **Partners in Health**

**[pih.org](http://pih.org)**

The mission of PIH is to provide a preferential option for the poor in health care. In Haiti PIH is the only provider of comprehensive primary care for the impoverished rural population; in 2004 PIH had 912,000 patient encounters recorded in Haiti alone. PIH has a longstanding alliance with Harvard Medical School and is currently working in Guatemala, Haiti, Mexico, Peru, Russia, and Rwanda.

### **Circles of Ten: Women for World Peace**

**[peacecircles.net](http://peacecircles.net)**

Circles of Ten: Women for World Peace gather women in small groups, develop dialogue on peace, and ask them to self-identify peacemaking action in their homes and communities. \$150 a month will hire a community project coordinator that supports 3,000 women in Kenya with the training, supplies and encouragement to participate in peace circles and translate their visions of peace into actions that benefit themselves, their communities and the world.

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## ORGANIZERS



**Name:** Kelley Sikes  
**Hometown:** Orlando, Florida, USA  
**Occupation:** Veterinarian Technician

**Future goals:** My future goals include assisting people who otherwise would never have access to help, and make a huge difference in their lives. Even if only ONE person benefits from the work that I do, I consider that a huge success.

*"When this ride is over, every person involved will be KNOWN as someone who didn't want to settle." ~Kelley Sikes*

*"I CANNOT think of one good reason why I shouldn't do this ride." ~Kelley Sikes*

*"These countries don't have to be like this. And with our HELP they won't be like this anymore." ~Kelley Sikes*

**Why the YES Ride?** My decision to participate in this event was extremely easy. When we were brainstorming about what we could do to help, this idea was thrown my way, and I was amazed to hear how many times the phrase "why not?" came out of my mouth. I could not think of ONE good reason why I shouldn't do this ride. I knew immediately that it would change my life, and the fact that it would change so many more lives by my participating, motivated me even that much more.

**Other events:** I also believe that this will be the single most challenging thing that I have ever participated in. Last year I had the extreme challenge of training for and running the San Francisco marathon. It taught me so much about commitment. I worked so hard for seven months while training and when I crossed the finish line on July 31 last year, I knew my life had been changed forever. And that was just something I did for myself. Now I am ready to do it for others, and I am going to do it by riding my bike across America.

**Dedication:** I dedicate my ride to the doctors who are working hard to research and find a vaccine for AIDS and Malaria.

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**Name:** Chris Markl  
**Hometown:** Winter Park, Florida, USA  
**Occupation:** Ph.D. student in political science. University of Colorado, Boulder.



**Future goals:** My dream is to win the Nobel Peace Prize for creating policy that eliminates poverty.

**Why the YES Ride:** I am participating in this event to save people's lives. This event appeals to me because the magnitude of this event mirrors the magnitude of the effort needed to end global poverty. We must match massive tragedy with massive effort.

**Expectation:** This event will change how I view the world. When a small group of college students can help to create a vaccine for AIDS and educate children who are 9,000 miles away, by cycling 4,000 miles anything is possible. This event will stay with me for the rest of my life and one day my children will state, "my father rode across America to fight this thing that was called hunger."

**Dedication:** I dedicate this ride to the forgotten poor in the huts and villages across the globe. Also this ride is dedicated to Dan Pallotta who was the inspiration for the Yes Ride.

*"The Yes Ride will SHOW the world that you don't have to be rich, connected, or an adult to end global poverty." ~ Chris Markl*

*"This is NOT just a bike ride. This is an event that WILL save lives." ~Chris Markl*

*"We WILL be the generation that ends EXTREME poverty." ~Chris Markl*

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**Name:** Eamon Aloyo

**Hometown:** Blue Bell, PA, USA

**Occupation:** Ph.D. student in political science. University of Colorado, Boulder.

**Free time:** I spend my time with friends, books, films, activism, and whenever possible, traveling.

**Future goals:** I am working to become a professor and activist.

**Why the YES Ride?** It is perhaps the most effective action we can take at this stage in our lives to ameliorate some of the world's most serious problems.

**Other events:** I have volunteered in Kenya to assess a development project centered around computers with the *Canaan Foundation*, and traveled and lead a trip to the Middle East, as well as leading talks between Israeli, Palestinian, Jewish and Muslim students who were directly or indirectly involved in the Israeli-Palestinian conflict, at Lehigh University.

**Dedication:** The students in Kenya that we help get an education and Paul Farmer.

*"A 4000-mile bicycle ride will be a fantastic ADVENTURE that is sure to provide personal education, empowerment, and growth that could be gleaned no other way." ~Eamon Aloyo*

*"IMAGINE the excitement and gratefulness you would feel if you survived on less than \$1/day and then one day got news that that a full year of school was paid for by a complete stranger." ~Eamon Aloyo*

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SAY YES TO THE END OF POVERTY  
SAY YES TO SELF-EMPOWERMENT  
SAY YES TO INSPIRING OTHERS  
SAY YES TO HUMANITY

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