



Support Public Schools in Oakland and Alameda!

Ride Date: April 20, 2024

R4Rschoools.com

For 15 years, parents, friends, students and teachers have ridden from Oakland Technical High School to the State Capitol building in Sacramento to support public education. The ride began as a protest against the deep budget cuts to Oakland Unified School District and all California public schools during the Great Recession. We needed a way to dramatize our dissatisfaction, and four parents cycled more than 100 miles to deliver a petition to the governor and the legislature signed by students, teachers, and parents.

Today, over 300 riders cycle from Oakland Sacramento to raise funds for our beneficiary public schools.

The schools use these funds for the necessary basics: library books, sports equipment, art education, after-school programs, science equipment, and staff salaries for counselors, librarians, and reading specialists ([read more](#))

Our R4R recipient schools serve predominantly students who receive free or reduced lunch, are English language learners, migrant students and other historically marginalized student groups. Many short term state funds are earmarked for specific purposes. R4R funds are special; as discretionary funding they can be used *as the individual school community determines to best meet their specific needs*.

As of 2024, we have raised close to \$1.78 million for public schools in Oakland and Alameda!

Current school beneficiaries:

- Claremont Middle School
- Edna Brewer Middle School
- Emerson Elementary School
- Encinal Jr and Sr High
- Life Academy
- Montera Middle School
- Oakland Intl High School
- Oakland Technical High School
- Roosevelt Middle School
- Skyline High School
- Westlake Middle School
- The Equity Fund for Oakland Schools

Questions? Email Nora Vargas-Dye at R4RSchools1@gmail.com.



Many of our beneficiary schools do not have a formal Parent Teacher Association (PTA) or other non-profit fundraising group, and are not able to raise large amounts of private donations. The Claremont Middle School PTA acts as the fiscal sponsor of the event, collecting revenues and disbursing donations at the end of R4R's fiscal year.

R4R depends on our business sponsors to help us cover operating costs, enabling 100% of funds raised by riders to be directed to our schools. Please join our other loyal business sponsors to help us make this moving event possible.

Day of Ride Attendance: 350+ riders and 75+ volunteers

Our riders and volunteers are mostly Oaklanders, and they are fiercely motivated to help their local communities. They buy locally and support our business sponsors. On the day of the ride, your business promotion material can be right there in the hands of exhilarated people.

Media Impressions

Your support will get attention. Ride for a Reason emails more than 2,000 current and past riders, volunteers, donors, and other supporters. R4R sends messages via school email distribution lists, and R4R's beneficiary schools enroll more than 6,000 students. R4R maintains a web presence at www.r4rschools.com, and a Facebook and Instagram page with current happenings. R4R has had stories in the local papers: *Sacramento Bee*, *East Bay Times*, *East Bay Express* and the *Rockridge News*. As a non-profit, we can't provide advertising in exchange for your sponsorship, but we can make sure that our audience knows that your business cares about local issues and families.



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SPONSORSHIP OPPORTUNITIES

Perks	Yellow Jersey \$5,000	Polka Dot Jersey \$2,500	Green Jersey \$1,000	White Jersey \$500	Domestique \$250
Presence on Bib Number*	✓ Logo				
Presence on Ride Jersey	✓ Logo	✓ Logo			
Presence on Water Bottle*	✓ Logo	✓ Logo	✓ Logo		
Presence on all route sheets**	✓ Logo	✓ Logo	✓ Logo		
Social Media shoutouts	✓ With image	✓ With image	✓	✓	
Listed on emails related to ride	✓ Logo	✓ Logo	✓ Logo	✓ Name only	
Presence on event t-shirt*	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name only
Presence on website	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Logo
Listed on event banners*	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name only
Number of free entries to any route	4	3	2	1	0

* Sponsorship must be confirmed by 1/1/2025

** Sponsorship must be confirmed by 2/1/2025.

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SPONSORSHIP AGREEMENT

Sponsoring group's name as preferred for recognition materials		Date
Mailing Address		
Contact Name		
Contact's Email Address	Contact's Phone Number	

SELECT YOUR SPONSORSHIP LEVEL

- | | |
|---|---|
| ☐ \$5,000 – Yellow Jersey | ☐ \$500 – White Jersey |
| ☐ \$2,500 – Polka Dot Jersey | ☐ \$250 – Domestique |
| ☐ \$1,000 – Green Jersey | ☐ \$ _____ |

METHOD OF PAYMENT:

- [] This is a pledge. Please send an invoice for our sponsorship to contact person below.
- [] Check enclosed, payable to "Claremont PTA", the fiscal sponsor of *Ride for A Reason*. Please put "R4R 2024" on the memo line. Send your check to *Ride for A Reason, 195 41st St., PO Box 11386, Oakland, CA 94611*.
- [] I will [donate online](#) and I am aware of the processing fee.

Contact Signature

Date

- *The Claremont PTA* is a 501(c)(3) organization (Tax ID # 94-6171801). All sponsorships are tax-deductible less the fair market value of each rider entry (\$90 each).

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