



 Camp Twin Lakes

**SPIN FOR KIDS** 

## Spin For Kids Sponsorship Opportunities

**OCTOBER 2, 2022**

### What is Spin For Kids?

Spin For Kids is Camp Twin Lakes' annual fundraising bike ride that helps provide life-changing camp experiences for children with serious illnesses, disabilities, or other life challenges. In October at Camp Twin Lakes – Rutledge, our riders' fundraising efforts culminate in a fun and fulfilling ride that winds through the scenic backroads of beautiful Morgan County, Georgia.

Spin For Kids offers multiple routes for riders of all skill and ability levels as well as a virtual "SFK From Anywhere" option. Participants can choose from six scenic road routes: 5, 15, 27, 47, 62 or 100 miles or ride/walk/run/swim from a location of their choice with our virtual option.

Spin For Kids is an amazing opportunity for businesses to engage employees in a fun and family-friendly outdoor event that encourages employees to meet health and wellness goals while giving back. Over the past 15 years, Spin For Kids has raised nearly \$5.5 million and sent more than 9,900 kids to camp. Join us as we celebrate 16 years of changing gears to change lives!



### A Full Day of Fun

- Rest Stops with signature SFK treats
- Support & Safety along routes
- Free Food & Beer
- Kids Day Camp
- Post-Ride Festival
- Camp tours

*"I ride Spin for Kids because it is a great way to give back and make a difference for the children that attend camp. I love to exercise, including riding my bike, so it is a perfect way for me to do something that I am passionate about for a good cause.*

*Spin for Kids is also a great way to get more involved within your company or organization. It is a great way to meet other people at your organization that you might not get to work with on a regular basis, and it is a fun team-building activity.*

*Lastly, the goals that you will set for both riding and fundraising will help motivate you to ride and fundraise more!"*

- Ian Hogg, Team Captain for Kids2

Contact Kellie Glenn at  
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[www.spinforkids.org](http://www.spinforkids.org)

## Why Support Spin For Kids?

Spin for Kids is a unique cause-related marketing opportunity. Sponsorship will positively differentiate your company from your competitors and:

- Boost employee morale and company pride by promoting an active and healthy lifestyle
- Enhance brand awareness and loyalty for your company
- Give employees and their families an opportunity to participate in a community outreach event
- Provide a unique social and philanthropic venue to cultivate key constituents by associating your company with a respected, local nonprofit organization that provides services across the state of Georgia.
- Improve visibility in the athletic demographic
- Provide support for emerging leaders to develop skills
- Send children with serious illnesses, disabilities and other life challenges to Camp Twin Lakes



## We're changing gears to change lives!

### 2021 SFK Impact

Funds Raised: \$589,000  
Donors: 2,500+ individual donors  
We sent 1000 kids to Camp.  
100% of Rider Donations to our mission.

### 2021 SFK Highlights

Media Impressions & Website Hits:  
100,000+  
Social Shares: 3,600+  
Print & Digital PR Coverage

### 2021 SFK Demographics

**Total Riders: 582**

**In-Person: 480**

**Virtual: 102**

**Gender:**

**61% Male**

**39% Female**

**Age:**

**60+: 11%**

**40-59: 48%**

**20-39: 29%**

**Under 20: 11%**

**Corporate Teams: 19**

## About Camp Twin Lakes

Camp Twin Lakes is a nonprofit organization that provides year-round recreational, therapeutic, and educational camp programs for children and young adults facing serious illnesses, disabilities, and other life challenges. With our network of Camp Partners, Camp Twin Lakes provides life-changing experiences at two medically supportive, state-of-the-art, fully accessible camps in Rutledge and Winder, Georgia. Camp Twin Lakes serves 10,000 campers annually and proudly subsidizes 70% of the cost per camper at camp with Camp Partners covering the remaining costs.

# Spin For Kids 2022 Sponsor Levels

Thank you for your interest in supporting Camp Twin Lakes and Spin For Kids through sponsorship! Please contact us to develop an opportunity that works for your company!



## \$25,000 – Presenting Sponsors

*Sponsors 5 cabins of campers for a week of camp*

- Premier recognition as our Presenting Sponsor on all marketing materials and event collateral
- Special marketing presence at the event
- Company logo on 2022 Spin For Kids Rider Incentive Jersey
- Company hyperlinked logo on both Camp Twin Lakes website and SFK sponsor page
- Social Media engagement & marketing opportunities (i.e. Matching Gift; Challenges; etc...)
- All benefits associated with the levels below

## \$15,000 – Gear Shifter Sponsors

*Sponsors 3 cabins of campers for a week of camp*

- Inclusion of company promotional video in slide show shown during on-site registration
- Placement of company logo on printed collateral (postcards, posters, etc)
- Company hyperlinked logo in Spin For Kids recruitment and coaching emails(2,000+ recipients)
- Dedicated social media partnership post across Camp Twin Lakes social channels
- All benefits associated with the levels below

## \$10,000 – Rest Stop Sponsors

*Sponsors 2 cabins of campers for a week of camp*

- Opportunity to host a rest stop location – providing swag and employee volunteers for additional exposure to our riders
- Branded event/activity leading up to the ride(i.e. kickoff event, training ride, rider meetup, etc...)
- All benefits associated with the levels below

## \$5,000– Expo Sponsors

*Sponsors a cabin of campers for a week of camp*

- Opportunity to set up booth or similar event presence at post-race expo
- Ability to include promotional items in the Rider Goody Bag (650+ items)
- All benefits associated with the level below

## \$1,500– Support Sponsors

*Sponsors 3 campers for a week of camp*

- Logo inclusion Spin For Kids t-shirts (1,000+)
- Logo inclusion on event banners
- Company hyperlinked logo on SFK sponsor page



Contact Kallie Glenn at  
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