



Earth Day Ride

Saturday, April 21, 2012 New Haven



Call to Sponsors

Join New Haven's largest Earth Day celebration.

Top Rock – sponsors of \$5,000 or greater. Receive top billing on T-shirts (front), jerseys, outreach & promotional materials, route maps, press releases, website, and event banners, and play a central role on event day.

Rock Stars – sponsors of \$2,000 or greater. Receive major recognition on shirts (back), jerseys, stickers, the Green Fair, outreach & promotional materials, route maps, website, and during the event.

Rock Solid – sponsors of \$1,000 or greater. Receive recognition on shirts (back), jerseys, outreach materials, the Green Fair at R2R, route maps, and website.

Rockin' – sponsors of \$500 or greater. Receive recognition on T-shirts (back), outreach materials, the Green Fair, and website.

Rock Fans – sponsors of up to \$499. Receive recognition on outreach & promotional materials, and on our website.

On April 21st, 1,000 riders will come out for the 4th annual Rock to Rock Earth Day Ride. As they travel between East Rock and West Rock, they will explore our city's parks, eat good food, get some healthy exercise, plant trees, learn about local green businesses, and enjoy a beautiful spring day. While families take a shorter route across the city, serious cyclists will take on 20- and 60-mile routes that connect East Rock, West Rock, Sleeping Giant, and the shoreline.

Support a dozen local environmental organizations, and create a healthier community.

Along the way, these riders will raise \$100,000 to create a healthier, greener community. Rock to Rock proceeds will support the great work of local environmental groups: *Common Ground, Solar Youth, the Urban Resources Initiative, CitySeed, the New Haven Land Trust, New Haven Leon Sister City Project, the Farmington Canal Rail-to-Trail Association, Friends of East Rock, Beaver Ponds, and Edgewood Parks, Elm City Cycling, and the New Haven Parks Department.* Rock to Rock proceeds get city kids out into nature; grow food for city residents; promote a healthier city; and sustain urban parks.

Become a Rock to Rock Sponsor.

YOU CAN be a lead sponsor. Get the green and healthy reputation your company deserves: through advanced publicity, a presence on event day, and great media coverage. Rally a team, and offer matching gifts to your riders. Sponsors are crucial: paying for the costs of this event, and generating funds to keep our environment healthy and green. Sponsorship funds above and beyond event costs are split between the five Rock to Rock organizing partners.

To talk more and get involved, contact Joel Tolman: jtolman@commongroundct.org, or at 203.389.4333 x1214.

