

# Bobby Labonte Foundation Charity Bike Ride

September 12, 2020

# 2020



2018 Community  
Organization of the Year

**BUSINESS  
HIGH POINT**  
CHAMBER OF COMMERCE



# About the Bobby Labonte Foundation

**Our mission is:** to work in partnership with our community to empower families to build a strong foundation for their children's future success.

- 501(c)(3) nonprofit public charity
- Founded by NASCAR champion, Hall of Fame, Class of 2020 and businessman Bobby Labonte in 2003
- Nearly \$1 million donated over 16 years to help children and families in our area

**Our vision is:** a cohesive community in which parents and families are empowered to fulfill children's needs and together find joy, love and happiness.



# 2019 Accomplishments

Record  
Breaking  
Fundraising  
**\$50,000!**

**85 KIDS**

Receive new bikes  
and helmets

**400**

Cyclists  
Participated

**200**

Volunteers and  
Bike Builders

**21**

Local and National  
Sponsors

**8+M**

Media Impressions  
- 2,800 television  
commercials

Press Release

For Immediate Release

## Another Record-Breaking Year for Bobby Labonte Foundation Charity Bike Ride

*Annual Fundraiser Welcomes More Than 400 Riders, Nets \$50,000*

**HIGH POINT, N.C. - (September 17, 2019)** - The Bobby Labonte Foundation, founded by NASCAR Champion and Hall of Fame race car driver and High Point businessman Bobby Labonte, set another new record for participation, with more than 400 riders joining the annual Bobby Labonte Foundation Charity Bike Ride on September 7. The weekend's activities raised a total of \$50,000 for this year's charity grant recipients: High Point LEAP, Big Brothers Big Sisters of the Central Piedmont, Inc. and High Point Swim Club.

The funds were raised through sponsorships, rider registration fees, participant fundraising, and a cocktail party and silent auction hosted by Markor, which sold out again this year. It was the ninth year for the foundation's Charity Bike Ride, which has continued to grow its participation numbers. The organizations receiving donations applied for grants through the Bobby Labonte Foundation earlier this year, and align with the foundation's mission to help build stronger foundations for children and families in the Triad area.





# 2019 Media and Marketing Results

As a partner of the Bobby Labonte Foundation Charity Ride, Presenting and Gold-level partners received additional value from an integrated media and marketing strategy, with a focus on TV, on-line and social media impressions.

## 2019 Results:

- ✓ **Over \$8M+ media impressions**
- ✓ **\$226,900 in media value**

Regional Partnership with North State Media

- Over 2,800 spots, multiple channels
- Advertising Value Equivalency over \$140,000

TV Exposure

- Greensboro market
- Partnership with NorthState
- Aggregated viewership 140,000
- Advertising Value Equivalency \$6,000+

On-Line Exposure (regional)

- Aggregated viewership 8.3 million
- Advertising Value Equivalency \$77,000+

Social Media Exposure

- Aggregated impressions 428,000+
- Advertising Value Equivalency \$3,900+



**Bobby Labonte**  
@Bobby\_Labonte



# Where the Money Goes

## 2019 Grant Recipients:



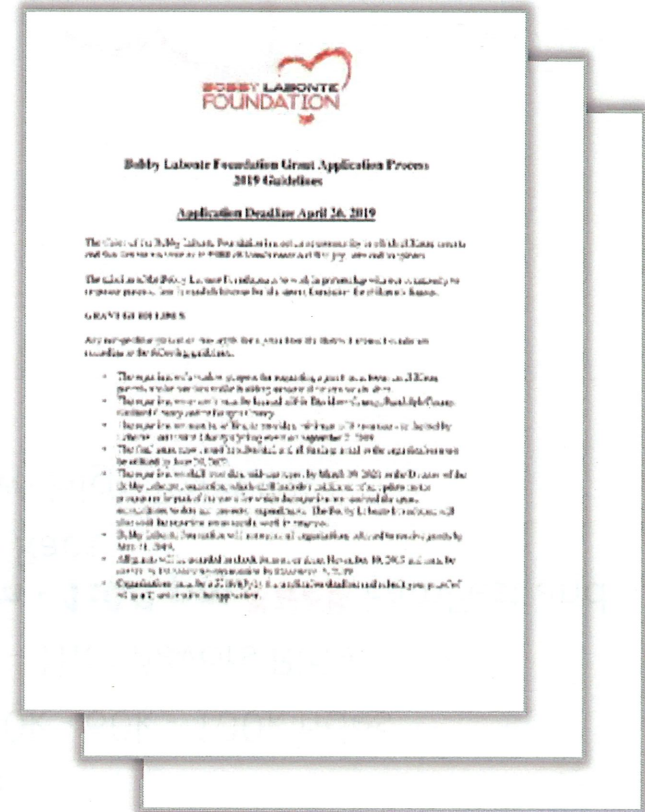
Middle school mentoring program



Free swim lessons for 8 additional elementary schools



Mentoring for boys in homes with no fathers



Organizations submit grant applications in March, those selected to receive grants are announced in June



# Event /Activity Schedule

## Thursday, September 9

- **10:00 am** Kids Bike Build
- **6:00 pm** Bicycle Art Meets Form
- Juried Art Show - Opening Night
- Theater Art Galleries, High Point, NC

## Friday Morning, September 10

- **9:00 am** VIP Brunch Ride with Bobby
- High Point, NC

## Friday Evening, September 11

- **6:30 pm** Silent Auction and Cocktail Party
- MARKOR Art Center - High Point, NC

## Saturday Morning, September 12

- **8:30 am** Bobby Labonte Foundation Charity Bike Ride  
40k - 60k - 100k rides
- **9:30 am** - The Mayors Ride
- **10:00 am - 1:00 pm FREE** FamFest and Kids Bike Race
- Downtown High Point, NC



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# 2020 Bobby Labonte Foundation Charity Bike Ride

We are proud to again align in creating a fun and exciting family-friendly event in our very own Downtown High Point, in partnership with:

**City of High Point**

**Business High Point/ Chamber of Commerce**

The event will benefit the **Bobby Labonte Foundation** and all proceeds will be awarded via grants to organizations in our community who help build stronger foundations for children and families!

**Medalist Sports** will return as our event production partner, providing best in class site planning, management and production.

40k - 60k - 100k distances available

Goal: 400+ cyclists!





# Fam Fest



presented by  
**ILDERTON**  
TRUST IN THE DRIVE  
— SINCE 1926 —  
DODGE Jeep RAM

Free fun for the whole family!

Sat., September 12

10 am - 1 pm  
Mendenhall  
Transportation Terminal

**FREE FUN**  
for everyone!

## 4 Bounce Houses

Face Painting  
Football Toss  
Corn Hole  
**Ladder Golf**  
Chalk Walk

Temporary Tattoos  
Firetruck

## NASCAR Racecar Simulator

Thomas Built School Buses  
Dunk Tank  
Picture Wall  
Little Tykes basketball

Jewelry, Home Depot DIY Demos  
& More

## FREE Hot Dogs & Ice Cream

Free parking: at the Red Lion Inn parking deck or in the Showplace parking lots

Come Early - 12 and older - bring your bike and helmet for the Mayor's Ride at 9:30 am

The following materials/statements/programs are not endorsed by GCS nor do they represent the district's position or policy.

Kid's Bike  
Race at 11 am



A whole lot of FREE Family  
Fun all wrapped in one!

**Saturday 10 am - 1pm**



# MAYOR'S RIDE

Get off the couch,  
dust off that bike and  
let's RIDE!

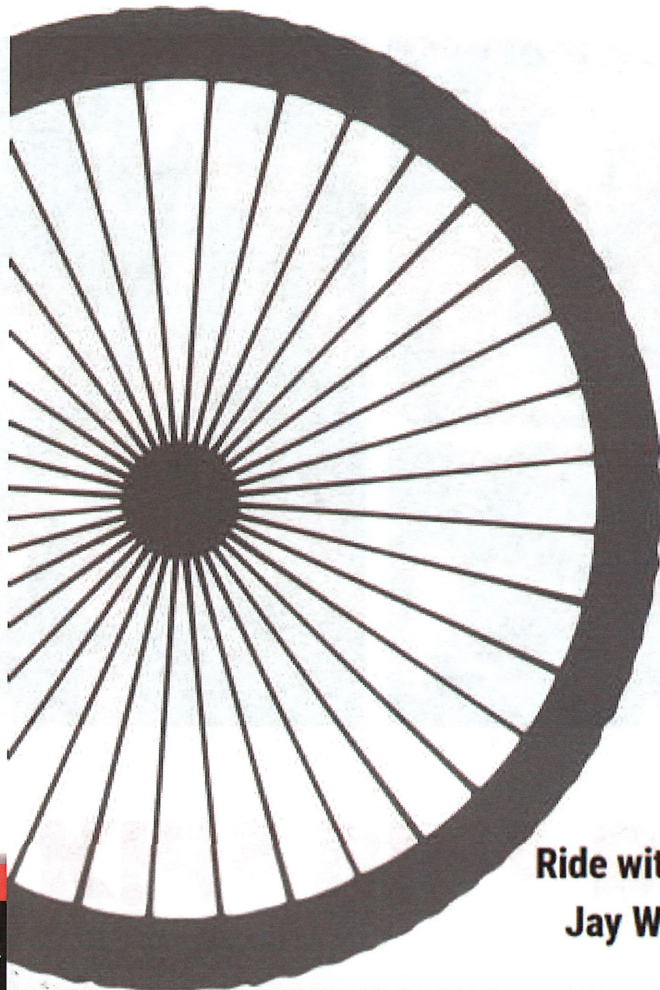
Sat., September 12

9:30

Meet at  
Mendenhall  
Transportation Terminal

Park FREE at  
Showplace parking lots  
Red Lion Inn parking deck

Safe Route  
1-mile loop through  
Beautiful downtown High Point



Ride with mayor  
Jay Wagner!



A fun and casual ride for  
EVERYONE through the  
streets of downtown High  
Point!

**Saturday 9:30 am**



# Kids Bike Build & Bike Give Away



Successful build last year with Thomas Built Bus - team building exercise with employees, members of the community and helping kids in our local community!

**50 bikes and helmets will be given to local kids without bikes in 2020!**





# Corporate Fundraising Team

**Does your company have what it takes to be a fundraising champion?** We welcome you and your company to build a team of employees to rally behind the 2020 granted charities and raise funds all in the name of a little healthy competition and good health and loads of FUN! Here's how it works:

- Appoint a team captain – can be a cyclist or not
- Recruit team members – can be cyclists or not
- Company receives:
  - Logo inclusion as an event sponsor
  - All related sponsor benefits at fundraising goal level
  - Custom video to play for employees to help with recruitment
- Each team member will receive:
  - Customized company cycling jersey
  - FREE entry into the bike ride distance of their choice (5k, 40k, 60k and 100k)
  - Invite to a private party with Bobby Friday afternoon where Bobby hand delivers participant goodie bags and jersey
  - Fully supported fundraising platform, instructions and weekly reminders



**Top male and female fundraisers receive cycling's traditional Yellow Leader's Jersey**  
**Top corporate fundraising team receives lunch with Bobby!**



# Sponsor Benefits

Recognition for helping raise necessary money for local children's charities

Increased visibility and connection to a positive event that is covered by media entities in the Triad: Television, Social and Digital Media, Public Relations

Access to decision makers who will be participating in the ride and attending the various events

Promotion of your company through event signage and audible messaging

Be a part of newly reenergized downtown High Point: new businesses, investment infrastructure and a forthcoming mixed-use hotel and stadium





# Community Connections

An engaging outdoor event that brings together people from across the Triad to celebrate High Point, Community, Good Health and GOOD FUN!

- Activities for EVERYONE
  - Kids Bike Build and Bike Giveaway
  - TAG Bicycle Art Meets Form
  - Brunch Ride
  - Silent Auction and Cocktail Party
  - Charity Bike Ride
  - The Mayor's Ride
  - FamFest
  - The Kids Race
- FREE hot dogs from CookOut!



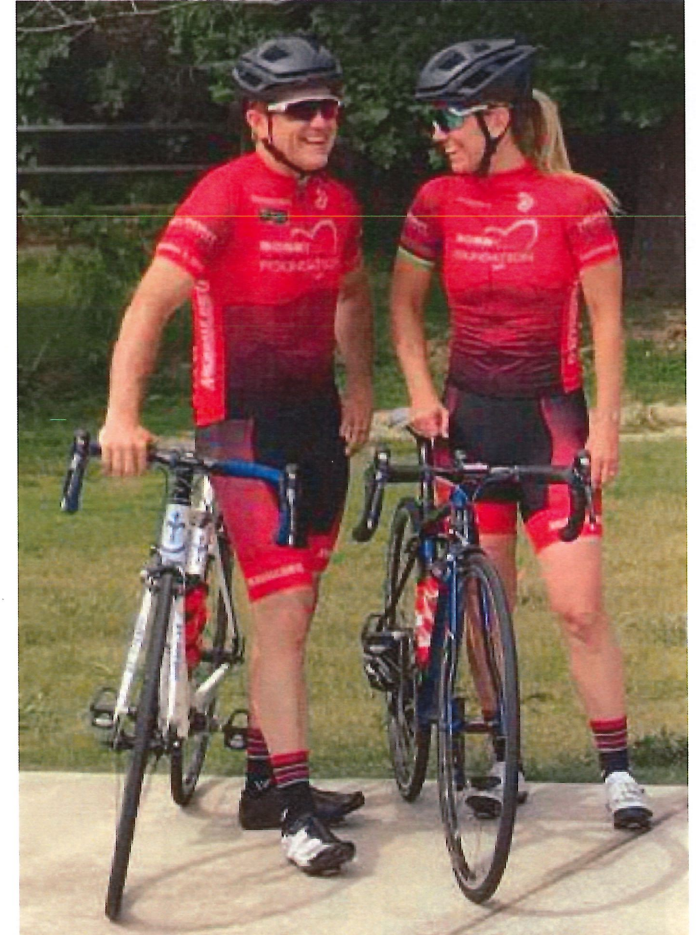


# Investment Levels

The #1 goal of the Bobby Labonte Foundation and its ride is to join with corporate partners and individual donors so that 100% of the net proceeds benefit the deserving charities.

Your consideration of the following is appreciated:

<u>Level</u>	<u>Investment</u>	<u>Quantity</u>
Presenting	\$35,000	One (1)
Gold	\$10,000	Three (3)
Silver	\$5,000	Four (4)
Bronze	\$2,500	Five (5)+
Friends	\$500	Unlimited





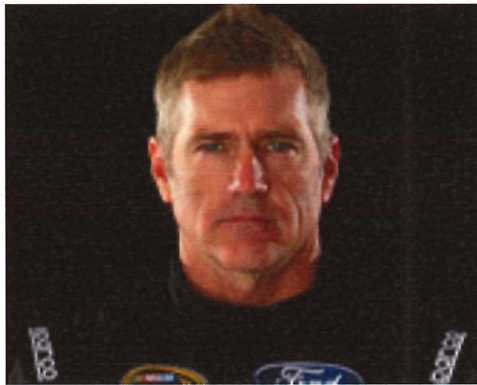
# 2019 Partners

# THANK YOU TO OUR SPONSORS





# About Bobby



## Bobby Labonte

is a 32x NASCAR race winner, 2000 Winston Cup Champion, 2001 IROC champion race car driver and 2020 NASCAR Hall of Fame inductee.

Launched in 2003, the Bobby Labonte Foundation is a public charity dedicated to supporting the needs of local families and children throughout the Triad of North Carolina

