

6th Annual Mobility May Sponsorship Info Packet

We challenge YOU to rally your brand, your employees, and your community to join us and **#ROMPEveryDay** in the month of May!



2024 Mobility May Numbers:

- Fundraising Goal: \$60,000
- Mileage Goal: 60,000 miles
- Direct Impact: 40 patients receive high-quality prosthetic care!
- ROMP celebrates 19 years in May!

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ROMP: (verb)

1 : to run or play in a lively, carefree, or boisterous manner.

2 : to move or proceed in a brisk, easy, or playful manner.

Get your staff moving for a cause and turn miles into mobility for amputees in need!

\$2,500 Support Sponsor for Mobility May

- Get your staff engaged in a friendly competition for a great cause!
- Logo included on the challenge website, and emails.
- Planned collab posts and/or social tags to highlight your brand and team (3 total: before, during, and after challenge)
- Option to provide in-kind prizes from your brand for your team!

\$5,000 Team Sponsor for Mobility May

Everything above plus:

- ROMP will provide prizes for top fundraisers on your teams, if applicable.
- Custom built pages, internal and external communication, and marketing plan for you to make this month super impactful and engaging for your staff and community.

\$10,000 Title Sponsor of Month Long Mobility May Campaign

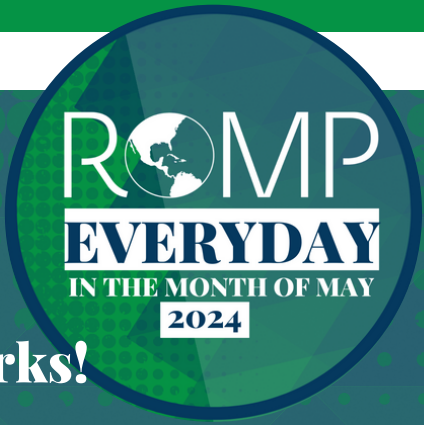
Everything above plus:

- Logo, link, or tags included in all ROMP marketing for Mobility May before, during and after campaign.
- Unlimited team pages for different departments or locations.
- Custom built marketing plan, social collabs, and weekly challenges to grow your community and social media following.
- Optional: your products to be exclusive prizes for fundraising incentives for entire challenge.
- ****Add a sponsored Strava challenge to this for maximum engagement.**

ADD this: \$1 per mile (\$1,000 donation to ROMP minimum)

Incentivize your team and/or the ROMP community to get moving by sponsoring \$1 per mile on a day or week that is significant to you (ie Bike to Work week)!

We will create a fun marketing plan to get your brand out there!



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How it works!

charity.pledgeit.org/MobilityMay2024

1) Sign Up

Registration process is very simple! You can start or join a team, or go solo. Each person sets up their own personal page with their mileage goal for May. You can even sync your page directly to your Strava account to track your miles or enter activities manually.



2) Pledge

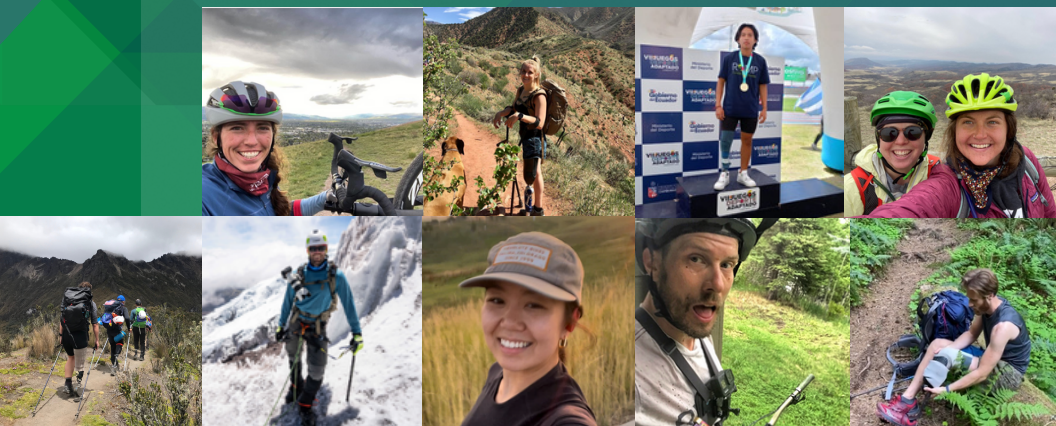
Pledge an amount per mile to yourself to incentivize you to move more. Invite others to donate a set amount or a pledge per mile you complete.
Every mile you move = give mobility to a ROMP patient!

3) ROMP Everyday!

Every activity counts - both mile based activities like biking, hiking, walking, running and TIME based activity like yoga, weight lifting, stretching, pilates, etc.
10 min moving = 1 mile!

4) Change Lives

Every \$1,500 we raise funds high-quality prosthetic care for a ROMP patient in need! We will be sharing patient stories in real time as we move in May!





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Engage & Grow: Strava Challenge 2024

~\$40k Strava Challenge Title Sponsor (Sponsor to cover challenge cost + \$10k direct donation to ROMP).

Engage our global communities together to move miles for ROMP. Story telling, communication, and content plan included. Estimated engagement over 100,000 people in the Strava community. Create the challenge goals together to grow social following, collect email address, and/or fundraise for ROMP patients.

Together we will design challenge branding, content, trophy and prizes and gain exposure to new potential customers and communities while giving back to ROMP. Work with ROMP for 50% off the Strava Challenge pricing. This can be part of Mobility May or any time that works for you!

Duration	May 2023 Nonprofit Rate	May 2023 Rate
1-week	\$24,500	\$49,000
2 -week	\$31,850	\$63,700
3 - week	\$37,050	\$74,100
4 - week	\$39,900	\$79,800

Duration	Expected Metrics (Eligible Athletes)	
	Av. Joins	Av. Completions*
1-week	67,000	40,200
2 -week	91,000	54,600
3 - week	109,000	65,400
4 - week	120,000	72,000

Nonprofit rates are 50% off of normal challenge rates!!!