



 **VELO  
KIDS**

# VELO KIDS

## VISION

Happy, healthy, and confident kids.

## MISSION

Our mission at Velo Kids is to get all kids on bikes. To promote and cultivate healthy, active, outdoor lifestyles while teaching bike skills, safety, and stewardship.

## VALUES

- Health
- Safety
- Diversity
- Accessibility
- Community
- Fun
- Adventure

## VELO KIDS PROGRAMS

- Summer Bike Camps (Urban and Mountain Bike)
- Adventure Bike Club
- Outreach Rides
- Pedal the Pigeon - A Kids-Only Mountain Bike Race
- Balance Bike Buddies
- Bike Bash - a Bike Celebration
- Learn-to-Ride Events



# WHY SPONSOR?

When you invest in Velo Kids, you're not just donating; you are actively planting the seeds for a healthier, happier, and more connected future for children in our community. Every pedal stroke in our program is a stride towards fostering resilience and joy in young riders. By offering the benefits of two wheels, mentorship from enthusiastic coaches, personalized attention, and an ignited passion for cycling, Velo Kids goes beyond mere physical activity—we're cultivating life-affirming habits and memories.

Grounded in tangible evidence, our vision to “get all kids on bikes” is simple yet profound: to elevate the social, emotional, and cognitive well-being of our youth through the joy of biking. Our conviction is not just anecdotal; it is reinforced by compelling research from Outride (outridebike.org), whose data echoes the positive impact we witness each year and in the growth of our impact and outreach.

Join us in this journey, and together, let's steer our youth towards a path of lifelong well-being and fulfillment.

Sponsorship funds help us provide:

- Summer Bike Camp and Adventure Club scholarships
- Coach training and payroll
- Outreach Rides with partnering organizations (Escape Ministries, Boys & Girls Club, ACTS, United in Christ Ministries, ARC and more!
- Velo Kids Bike Library equipment and maintenance
- Safety equipment and more
- Riding opportunities for kids who would not get the chance



# MEDIA VALUE

By aligning with Velo Kids, our donors and sponsors receive prominent recognition that extends far beyond a financial contribution. Your name will resonate within the community through strategic placement on our website, consistent visibility across our vibrant social media platforms, and highlighted features in our widely circulated newsletter.

Together this trifecta of exposure not only amplifies your brand's narrative but also showcases your commitment to fostering a legacy of health, empowerment, and joy among the youth. As we pedal forward, your support becomes an integral story that we proudly broadcast to an engaged and appreciative audience, amplifying our shared impact.

What does that audience look like? In 2023, Velo Kids reached an impressive digital audience:

- o Facebook - 24,000 people reached in 2023
- o Instagram - 2,800 people reached in 2023
- o Velo Kids newsletter - 1,000 recipients
- o Website
  - 4,073 unique visitors, average session of nearly 5 minutes
  - 7,900 unique site sessions

## OUR PROGRAMS



### SUMMER BIKE CAMPS

**What:** Velo Kids and Ottawa County parks have partnered to provide adventure-based, half-day bike camps teaching youth (1st-8th grade) mountain bike safety, skills and confidence through education, fun and many adventures on bikes.

**Who:** 2024 details to be announced.

**When:** TBD

COMING SOON



463 Posts 627 Followers 112 Following

**Velo Kids**  
Sports & recreation  
Velo Kids is all about getting kids on bikes.  
Bike Skills • Bike Safety • Bike Trail Stewardship • Nonprofit  
326 S River Ave, Holland, Michigan

www.velo-kids.com and 1 other

Followed by amylynn717, honestlyamylynn and 19 others

Following Message Contact +9

### Velo Kids

860 likes • 1K followers

Velo Kids is all about getting kids on bikes! Teaching bike skills, safety, and trail stewardship.

Sign Up Message

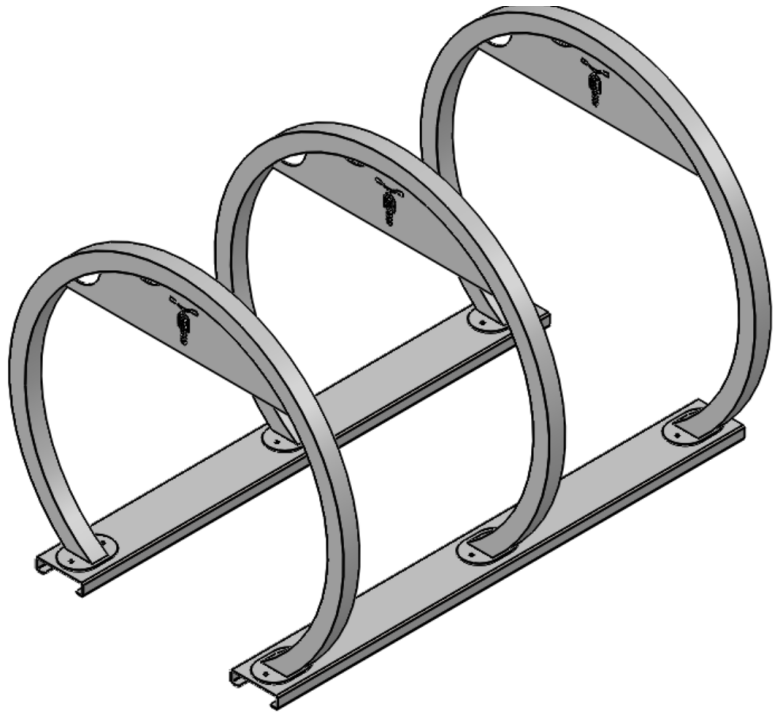
Liked ...





- GOLD BUSINESS CHAMPION - \$10,000
- SILVER BUSINESS CHAMPION - \$5,000
- BRONZE BUSINESS CHAMPION - \$2,500
- POPSICLE BUSINESS CHAMPION - \$1,000
- BANANA BUSINESS CHAMPION - \$500

- Gold Business Champions will receive the new 3-ring Velo Kids Bike Rack, logo on Bike Camp shirts (400+ shirts), preferred logo placement on website, newsletters and banners, plus all the great perks listed in the Silver and Bronze Business Champion descriptions.
- Silver Business Champions receive the new 3-ring Velo Kids Bike Rack, exposure and recognition on event banners, Velo Kids website, newsletters and social media and will receive an invitation to our annual Sponsor Happy Hour.
- Bronze, Popsicle and Banana Champions receive social media high fives and fist bumps, exposure on website and newsletters, and an invitation to our annual Sponsor Happy Hour.





# EVENT SPONSORSHIPS

TITLE TRAILBLAZERS - \$2,500

GEAR SHIFTERS - \$1,000

PEDAL STARTERS - \$500

## Gearing Up FUNdraiser

- Our annual Gearing Up FUNdraiser has become a seasonal kick-off event for Velo Kids. Velo Kids patrons far and wide come together to celebrate & donate to Velo Kids as board members and staff share stories & impact from years past.

## Bike Bash

- A celebration of bikes, our Bike Bash brings families together for all things biking. From balance bikes to bike washes and all that's in between, this event has quickly become a favorite for all.

## Pedal The Pigeon

- There's few better ways to wrap up summer than a Kids-Only mountain race at Pigeon Creek. Kids from age 2 to 15 line up for races of all distance in celebration of a fun-filled summer of biking.

# THANK YOU!

For more information or to secure your sponsorship,  
please contact:

Jenny White at [jenny@velo-kids.org](mailto:jenny@velo-kids.org)

Thank you for your consideration!  
Commitments by February 2024









OF ALL THE PATHS YOU TAKE  
IN LIFE, MAKE SURE A FEW OF  
THEM ARE DIRT.

-JOHN MUIR