

RAGBRAI 2013

THE
ManKindProject[®]
USA

What is the ManKind Project USA?

A nonprofit, nonreligious education and leadership training organization. MKP USA is building and supporting the **emotionally intelligent, accountable, and compassionate** male role models that our communities so desperately need.

What is RAGBRAI?

The Register's Annual Great Bicycle Ride Across Iowa. The largest and oldest bike ride in the USA, attracting **over 20,000 riders** from around the world for a 7 day trip across the state of Iowa, in July. RAGBRAI is now in its 41 year, and growing.

Why is this important?

Because the world is in desperate need of men and women with the skills and emotional presence to build healthy, supportive, and powerful communities - to heal the wounds in our cultural fabric.

RAGBRAI is a flagship outreach opportunity for the ManKind Project USA community.

This year, it could be a powerful opportunity for your organization.



Ready to Roll

Hope for the future, on wheels.



Chris Doster and his son ... the joy of connection.

2nd Annual MKP USA RAGBRAI

This year we are bringing together over 40 men and women as riders for the MKP USA Cycling team, and partnering to increase our exposure.

What we get out of our commitment to RAGBRAI:

- Reach an audience of 30-50k people and build brand awareness.
- Take action as role models and mentors for men's health.
- Develop media connections and generate positive press.
- Continue serving the evolution of culture through emotional intelligence.



A few of the many sights to see on the RAGBRAI Adventure.

Notable ...

- MKP USA men were featured in a recent **CBS Sunday Segment** on "the Science of Friendship."
- Over 100 MKP Supporters were on hand for the filming of **Oprah's Lifeclass** on "Fatherless Sons," with Iyanla Vanzant in Chicago.
- MKP USA launched the "Men's Work" category on the GoodMenProject.com
- Three Presidential Champions of Change Award winners for work with Veterans, Children, and Families.
- Three years of support for Men's Health Month in June, and Suicide Prevention Day, September 10.

Lasting Impact

The ManKind Project USA offers unique and powerful responses to deeply complex realities.

We hear it a lot; "Someone should do something." At the ManKind Project USA, we are doing something. We are creating life-changing opportunities for men to heal, find purpose, and pursue the lives they were born to lead. **We're taking real action with men, face to face, to make cultural change happen.**

By supporting the ManKind Project USA, you are making a statement that your organization is committed to creating a culture of compassion and emotional health for men, when we need it the most.



View a short video from the 2012 RAGBRAI Adventure.

<http://bit.ly/ZunCgu>



Better Men. Safer World.

The opportunity to wake up.

Freed from the restrictions of out-dated messages about what it means to 'be a man' in the modern world, men of the ManKind Project expand their possibilities in powerful ways.

Better Fathers.

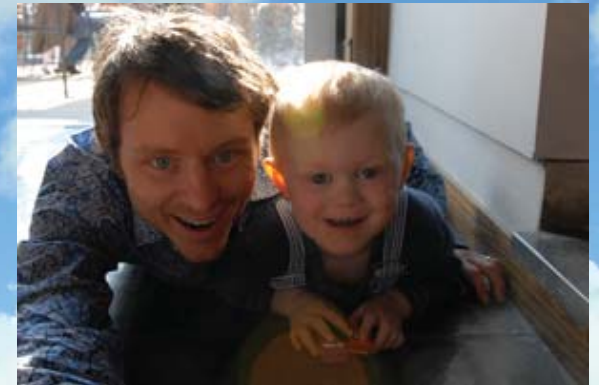
Fathers who are present, affirming, and strong when they need to be. Fathers who communicate clearly and model healthy emotions.

Better Husbands and Partners.

Men who practice emotional maturity, integrity, accountability, and authenticity have deeply committed and responsive intimate relationships.

Better Friends, Brothers, and Citizens.

ManKind Project Brothers strive to live with their eyes wide open. They often end up on the cutting edge of social change, willing to face the difficult issues that it often seems easier to avoid. Men who are awake to our personal and collective responsibility for creating a better world.



ManKind Project USA Cycle Team Sponsorship

RAGBRAI is a flagship outreach vehicle for our community.

Even among the 20,000 riders on RAGBRAI, the men of MKP stand out. In bright gold jerseys, blazoned with "Changing the world, one man at a time." on the back, riders asked the RAGBRAI Warriors, dozens of times every day, "**Hey, what is it you guys do? I keep seeing your jerseys!**"

The MKP USA Cycling Team models a powerful, healthy vision of manhood; Emotionally Mature, Purposeful, Accountable, and Compassionate.

This year, we will continue to raise awareness about men's physical, mental, emotional, and spiritual health. We will continue the cutting edge conversation about masculinity, and we'll invite men and women to take positive action to be the change they want to see in the world.

Sponsorship

Gold Sponsor	\$25,000
Silver Sponsor (2)	\$10,000
Graphics Sponsor (2)	\$5,000
Jersey Sponsor (1)	\$5,000
Banner Sponsor (2)	\$2,500
Rescue Wagon (10)	\$1,000

All sponsorship levels will receive Official MKP MKP USA Cycle Team Jerseys and other special bonuses.

Contact **Jon Levitt** [finance@mkpusa.org] or **Executive Director Richard Goldberg** [executivedirector@mkpusa.org] for more information about sponsorship.



RAGBRAI Sponsorship

Gold Sponsor - \$25,000

- Dinner with MKP USA Executive Director and Chairman
- Premium Banner Placement on the MKP USA Cycling Team
- Inclusion on ragbrai.mkp.org & MKPUSA.org
- MKP USA Check In! Newsletter Placement
- Dedicated Story / Photo / Logo on MKP Journal
- 4 MKP USA Cycling Jerseys
- Opportunity to meet the team on the road in Iowa
- Story / Photo / Logo in the RAGBRAI Year in Review



Silver Sponsor - \$10,000

- Meeting with MKP USA Executive Director and Chairman
- Enhanced Banner Placement on the MKP USA Cycling Team
- Inclusion on ragbrai.mkp.org & MKPUSA.org
- MKP USA Check In! Newsletter Placement
- 2 MKP USA Cycling Jerseys
- Opportunity to meet the team on the road in Iowa
- Photo / Logo Placement in the RAGBRAI Year in Review



Graphic Sponsor - \$5,000

- Inclusion on ragbrai.mkp.org
- Photo / Logo Placement in the RAGBRAI Year in Review
- Banner Placement on the MKP USA Cycling Team
- 2 MKP USA Cycling Jerseys



Banner - \$2,500

- Inclusion on ragbrai.mkp.org
- 1 MKP USA Cycling Jerse
- Campsite Banner Placement
- MKP USA Coffee Gift Set

Rescue - \$1,000

- Inclusion on ragbrai.mkp.org
- 1 MKP USA Cycling Jerseys
- Campsite Banner Placement
- MKP USA Coffee Gift Set