

RAGBRAI 2013

THE
ManKindProject[®]
U S A

RAGBRAI is a flagship outreach vehicle for our community. This year, it could be a powerful opportunity for your organization as well.

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.

What is Vets Journey Home?

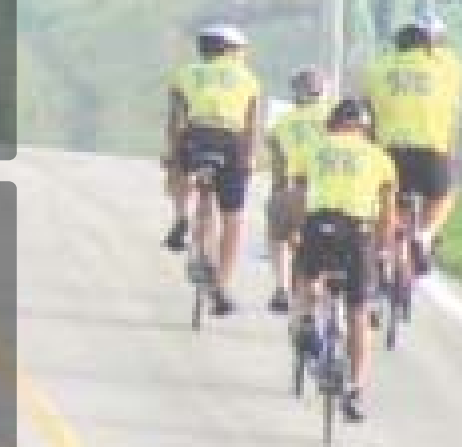
A nonprofit organization that creates opportunities for combat veterans from any conflict to heal, tell their stories, and get the "Welcome Home" that they may never have gotten since returning from combat.

What is MKP 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.

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.



Ready to Roll

Hope for the future, on wheels.



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



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

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.



We are joined by Vets Journey Home as a partner in the RAGBRAI experience. Your sponsorship supports both organizations to thrive.

Vets Journey Home works with men and women from all branches of the military and any conflict to address traumatic experiences and provide a safe "Welcome Home" for veterans.

Lasting Impact

The ManKind Project and Vets Journey Home offer unique and powerful responses to deeply complex realities.

We hear it a lot; "Someone should do something." At the ManKind Project and Vets Journey Home, we are doing something. We are creating life-changing opportunities for men and women to heal, find purpose, 'come home,' and pursue the lives they were born to lead.

By supporting the ManKind Project and Vets Journey Home, you are making a statement that your organization is committed to creating a culture of compassion and emotional health.



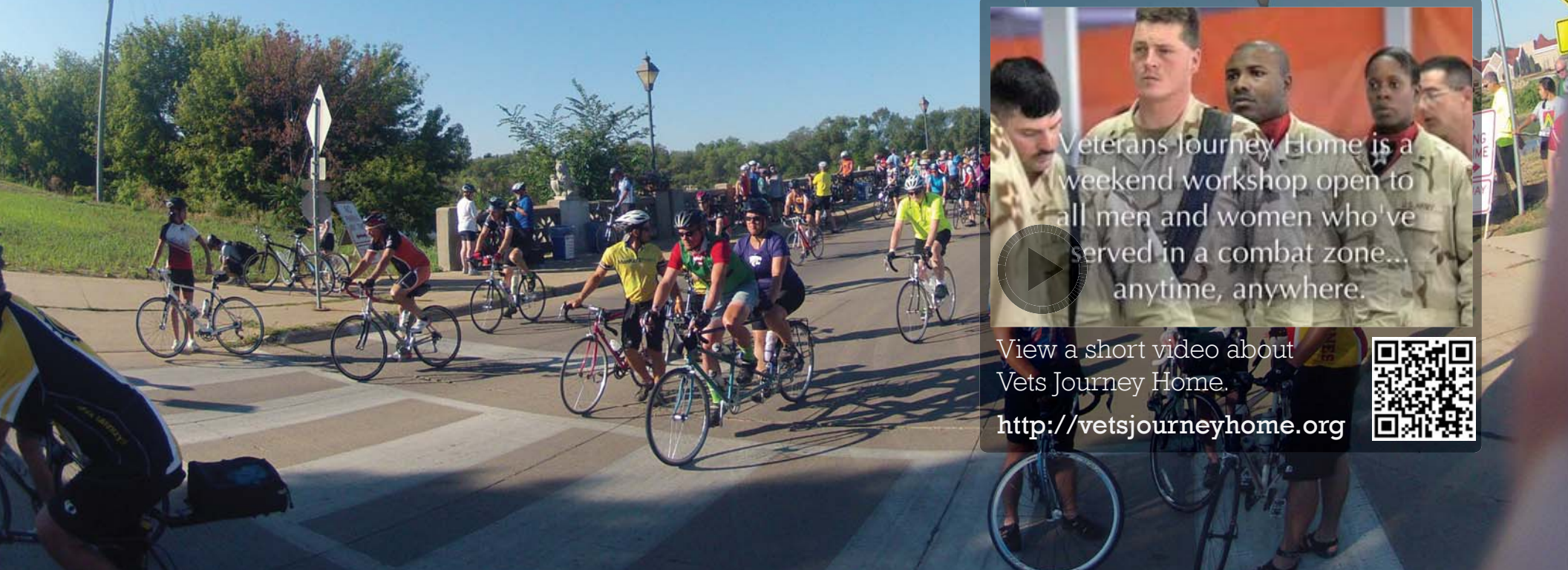
View a short video from the 2012 RAGBRAI Adventure.

<http://bit.ly/ZunCgu>



View a short video about Vets Journey Home.

<http://vetsjourneyhome.org>



MKP USA & Vets Journey Home 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, blazened 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, Accountable, and Compassionate.

This year, in collaboration with Vets Journey Home, 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 Jerseys
- 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

