

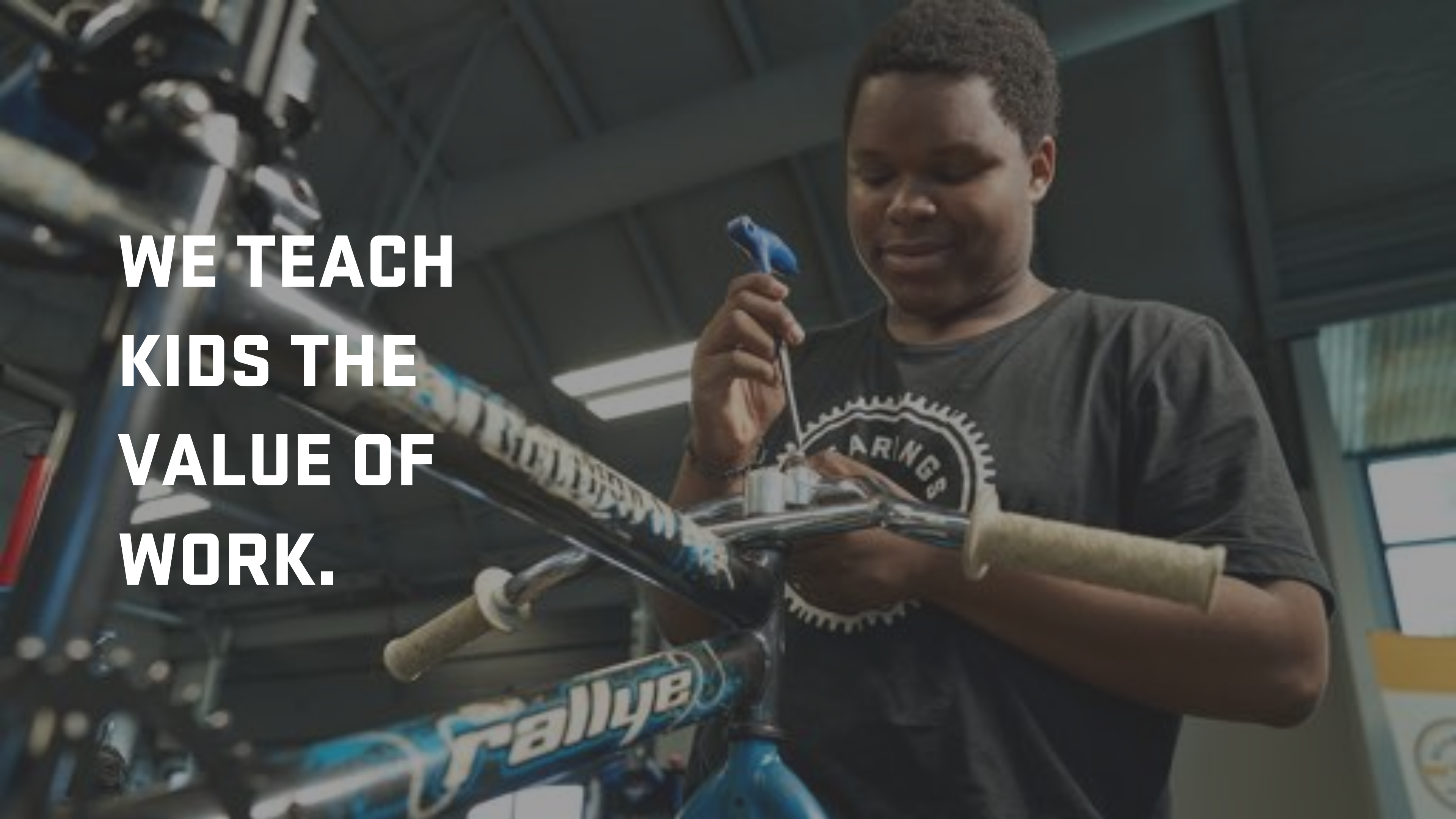
# BEARINGS BIKE WORKS



**PARTNERS IN IMPACT**

**2024 CORPORATE PARTNERSHIP OPPORTUNITIES**

**WE TEACH  
KIDS THE  
VALUE OF  
WORK.**



**1**

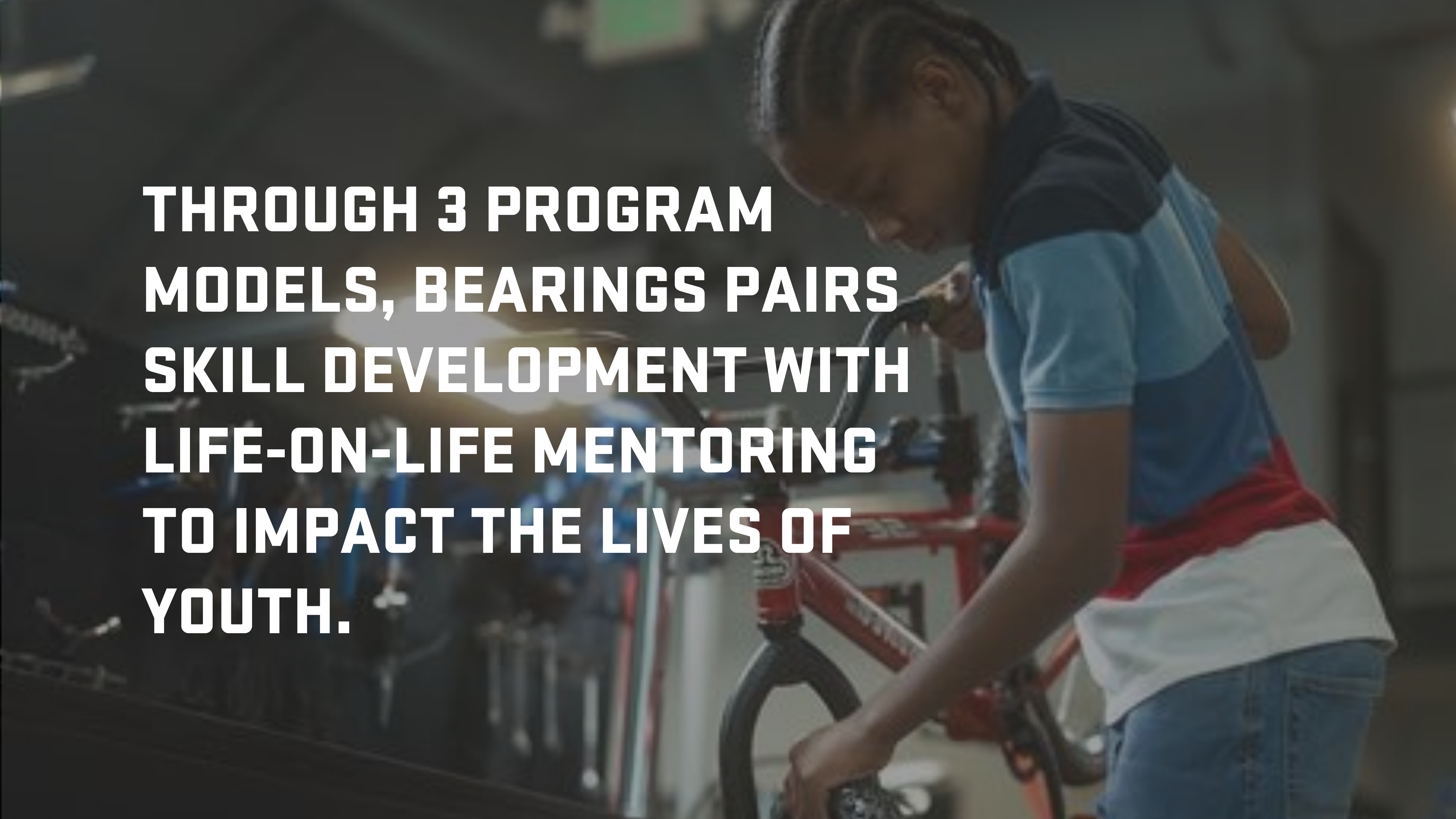
**YOUTH NEED  
WORK-BASED  
LEARNING  
EXPERIENCES**

**2**

**EMPLOYERS  
NEED STRONG  
ENTRY-LEVEL  
EMPLOYEES**

**3**

**JOB SKILLS AND  
CHARACTER ARE  
BEST LEARNED  
EXPERIENTIALLY**

A young person with braided hair, wearing a blue and white striped polo shirt and blue jeans, is focused on working on a red bicycle in a workshop. The background is filled with various tools and equipment, creating a sense of a busy, practical learning environment. The lighting is soft, highlighting the person's concentration.

**THROUGH 3 PROGRAM  
MODELS, BEARINGS PAIRS  
SKILL DEVELOPMENT WITH  
LIFE-ON-LIFE MENTORING  
TO IMPACT THE LIVES OF  
YOUTH.**

# OUR IMPACT IN 2023



**300+**  
**PROGRAM**  
**PARTICIPANTS**



**5,000 HOURS**  
**LOGGED LEARNING &**  
**BUILDING SKILLS**



**OVER 160**  
**"LEVEL UPS"**  
**DEMONSTRATING**  
**SKILL MASTERY**



**11 TEENS**  
**LOGGED OVER 5,000**  
**HOURS IN JOB**  
**TRAINING**

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# PARTNER WITH US

“[Volunteering at Bearings] has been one of the most tangible ways to give back that I have found. If you want to build relationships and see the growth over time of kids, families, and even a community, this is the opportunity for you.”

-Alex Grady, New Business Concepts, Chick-fil-A

# COMMUNITY ENGAGEMENT AT BEARINGS

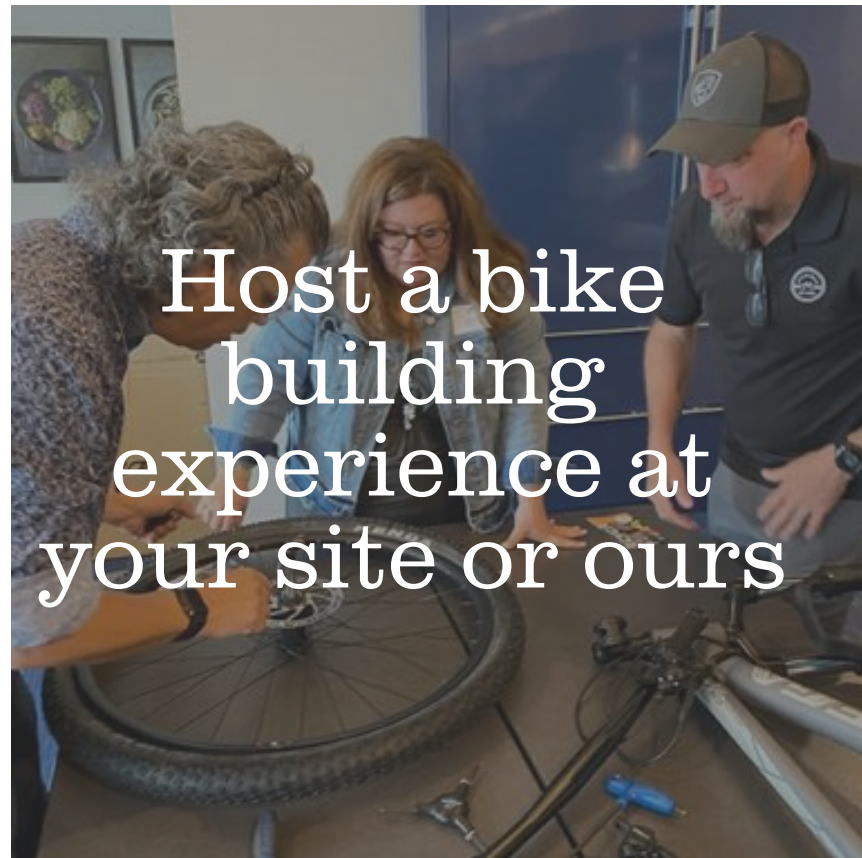
The business community brings so much value to Bearings work. From lending a hand or offering your expertise to make our work happen, to sharing about Bearings or attending an event, Bearings' business relationships are critical to impacting the lives of youth in our city.

We approach every relationship from a standpoint of mutual benefit, so if there are goals related to what you hope your team or organization would experience related to community engagement, we want to work together to develop a plan that benefits both organizations.



# WHAT CAN A PARTNERSHIP WITH BEARINGS LOOK LIKE?

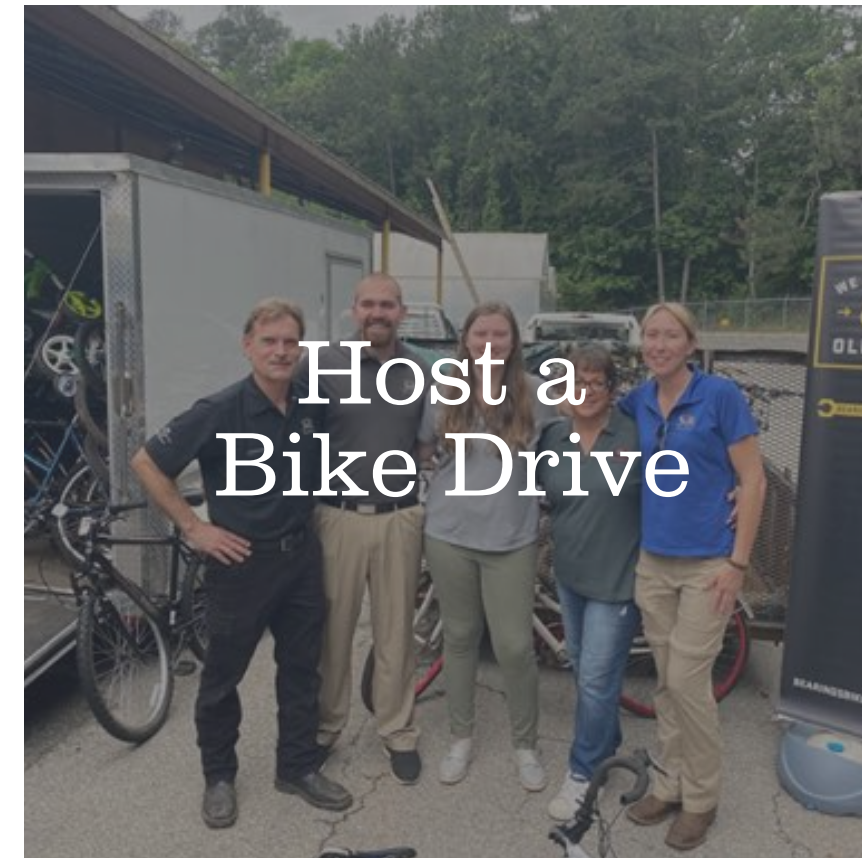
Our relationship will go beyond just a logo on a banner at an event. Our goal is that the relationship can be a year-long mutually beneficial relationship that makes an impact on both our work and yours.



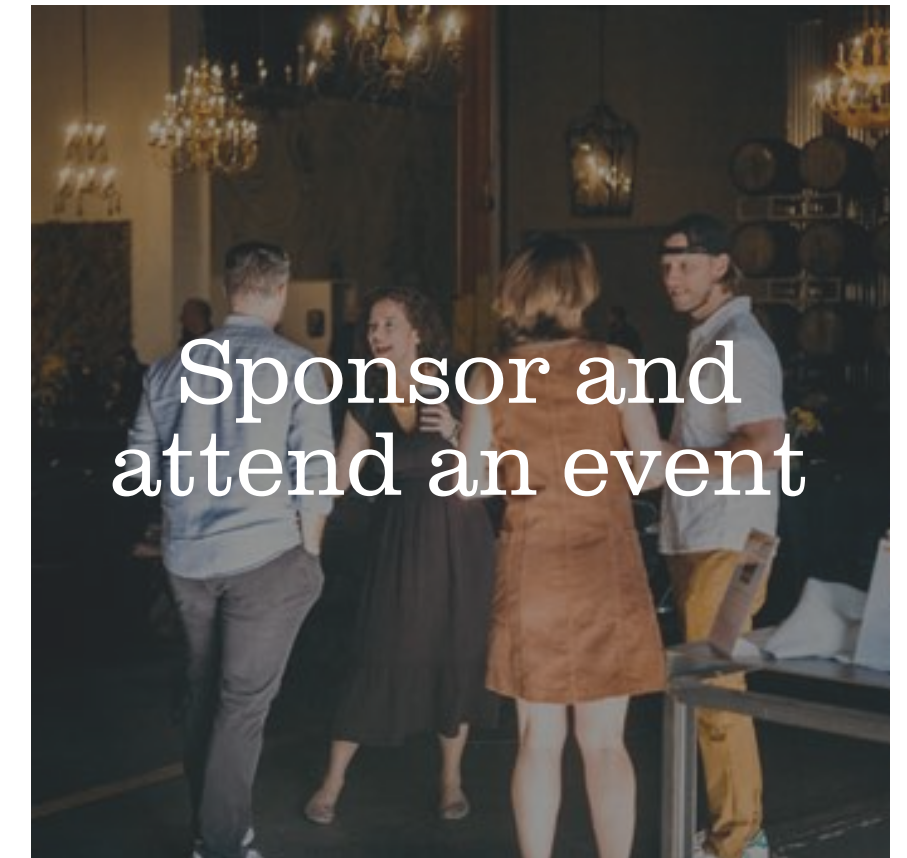
Host a bike building experience at your site or ours



Volunteer as a group at Bearings



Host a Bike Drive



Sponsor and attend an event





# BIKE BUILD EXPERIENCES

You can support Bearings Bike Works' programming while participating in a one-of-a-kind team-building activity.



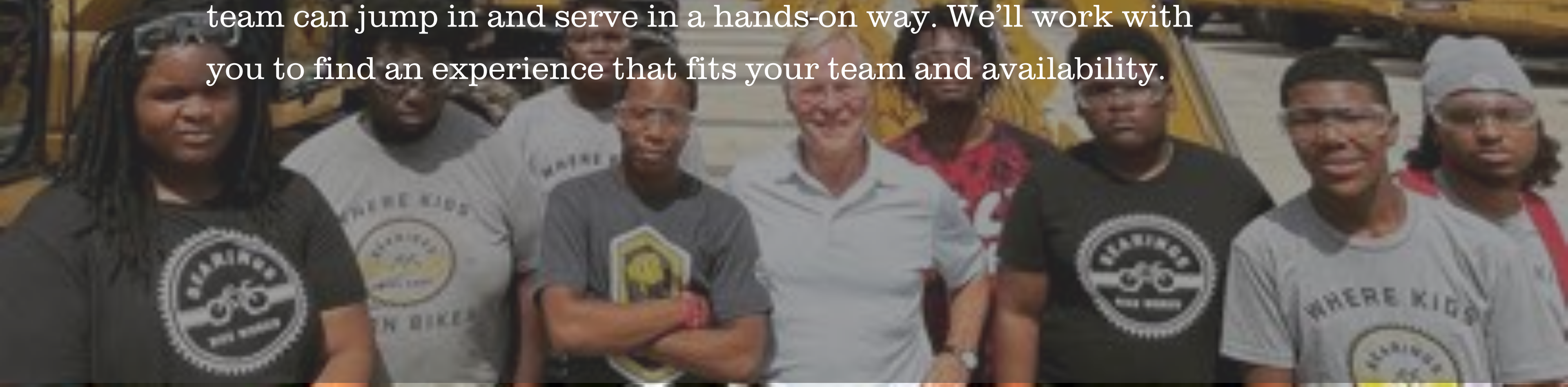
# TEAM BUILDING THROUGH BIKE BUILDING

Build bikes together as a team that will directly benefit the youth at Bearings Bike Works. Our team will work closely with you to identify your goals for exercise and craft an experience to foster growth. Not only that, your team will interact with our young adult interns in a unique way, getting to know them and the skills they're developing in real-time at Bearings.

# VOLUNTEER

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Throughout the year, we have a handful of events where your team can jump in and serve in a hands-on way. We'll work with you to find an experience that fits your team and availability.





# VOLUNTEER AND SERVE THE COMMUNITY

Lend a hand at a Bearings community event and make an impact in a very tangible way. Opportunities vary from serving a meal at a community supper, to hosting a workplace visit for our interns. Your team will get their hands dirty and leave with a sense of connection to Bearings and our community.

# BIKE DRIVES

We wouldn't be where we are today without the constant support of community members donating their old bikes so that we can give them a new life. Hosting a bike drive on your campus can be a tangible way to invite team members to give.

WE WANT YOUR  
OLD BIKES



REPAIRING NETWORK'S DRIVE




# HOST A BIKE DRIVE

Bikes are the life blood of all Bearings programs. Hosting a bike drive is a simple way to introduce your team or your community to Bearings. We'll set up at your location and share about Bearings, and collect bikes and gear that community members are typically more than happy to get off their hands!

# SPONSOR AND ATTEND AN EVENT

Bearings hosts several events throughout the year and they wouldn't be a success without our amazing sponsors. Sponsors reach over 5,000 people through print, digital and social media channels.



WE BRING SKILLS TO LIFE

# SUPPORT BEARINGS FUNDRAISERS

Our sponsors have opportunities to reach Bearings' loyal following of supporters and donors through social media, newsletters, and events.

Our digital audience includes:

- 7,500+ accounts engaged monthly on Instagram
- 5,000+ subscribers to our mailing list
- 2,700+ followers on Facebook

Not only that but attending one of Bearings top-notch events is a fun team-building experience and leaves attendees feeling inspired and proud of the work happening at Bearings.





# WHAT PARTNERS ARE SAYING:

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“Partnering with Bearings has impact our team in so many ways. Not only have the experiences helped our team members connect with a great cause, but we’ve used the experiences to strengthen interpersonal relationships, leadership dynamics, and growth goals we have. It’s been a phenomenal experience for all involved.”

Loni Metter, LeasePlan USA

# PARTNER WITH US

Would you consider becoming a Bearings sponsor? We'll work with you to craft a calendar of experiences that connect your team to the work and impact of Bearings Bike Works, utilize the experiences to strengthen your team, and share about your generous investment in the lives of youth in southwest Atlanta.

All partnerships include community recognition and annual partnerships include multiple engagement experiences throughout the year!

## **What could an engagement look like?**

*Take a look at this Sample Calendar for a Bearings Annual Gold Sponsorship Relationship*

- Bearings hosts a Spring Bike Drive on your Campus
- We provide a Summer Volunteer Opportunity for your team at Bearings
- Your team attend Bearings BBQ & Brew together in the Fall
- We host your team for a Winter offsite meeting at Bearings or create a holiday giveback experience together
- We co-create a content and recognition calendar together that highlights the partnership throughout the year

Community Donation / Investment: \$15,000

# 2024

# SPONSORSHIP OPPORTUNITIES

## ANNUAL SPONSORSHIP SUPPORT

*12-month sponsorship*

Our closest supporters sponsor Bearings programming throughout the year, allowing their team and ours to work together for impact. This sponsorship category receives recognition at all of our events and within the mountain biking program and helps teams feel connected through various engagement opportunities.

## BEARINGS SPEED WEEK CYCLE & SUPPER

*May 2, 2024*

Spring is prime criterium race season in the southeast. Bearings leverages this exciting time of year to develop new friendships with fans and donors and bring attention to our youth cycling programs. In 2024, we will host a social ride on the BeltLine followed by a family-style dinner at Bearings' campus. All proceeds help provide access to Bearings' top-notch cycling programs for youth in Atlanta.

## BEARINGS BBQ & BREW

*September 26, 2024*

Every fall, Bearings hosts our signature event, Bearings BBQ & Brew, to raise critical funds for our programming and operations and update our supporters about the impact Bearings is having in the lives of youth. This casual party features great BBQ, local craft beer, live music, inspiring stories, and a chance to support Bearings' work through silent and live auction items, raffles, games, and more.

## BEARINGS YOUTH MOUNTAIN BIKING PROGRAM

*Summer & Fall 2024*

As a sponsor of Bearings' youth mountain biking program, you'll have the opportunity to support our 2024 camp, clinic and race season. Bearings works to provide bikes, gear, ongoing bicycle maintenance, food and transportation to allow students from our community the opportunity to ride and race competitively.

# ANNUAL SPONSORSHIP

As an annual sponsor, you'll have the opportunity to support Bearings' exciting events and programs throughout 2024. Your generosity will support our well-known and loved fall fundraiser, Bearings BBQ & Brew, our fun new event, Bearings Speed Week Cycle & Supper, in the spring of 2024 and underwrite youth programming throughout the year.

## PRESENTING

20 BBQ & Brew patron tickets

25 Cycle & Supper tickets

Presenting-level sponsor recognition on all event collateral

3 Corporate engagement experiences to be co-created and scheduled

Bearings logo usage & content for impact highlights

5 Bearings T-shirts

**\$25,000**

## PLATINUM

10 BBQ & Brew patron tickets

20 Cycle & Supper tickets

Platinum-level sponsor recognition on all event collateral

3 Corporate engagement experiences to be co-created and scheduled

Bearings logo usage & content for impact highlights

5 Bearings T-shirts

**\$20,000**

## GOLD

10 BBQ & Brew patron tickets

15 Cycle & Supper tickets

Gold-level sponsor recognition on all event collateral

3 Corporate engagement experiences to be co-created and scheduled

Bearings logo usage & content for impact highlights

3 Bearings T-shirts

**\$15,000**

## SILVER

6 BBQ & Brew patron tickets

10 Cycle & Supper tickets

Silver-level sponsor recognition on all event collateral

2 Corporate engagement experiences to be co-created and scheduled

Bearings logo usage & content for impact highlights

3 Bearings T-shirts

**\$10,000**

## BRONZE

6 BBQ & Brew patron tickets

6 Cycle & Supper tickets

Bronze-level sponsor recognition on all event collateral

1 Corporate engagement experience to be co-created and scheduled

Bearings logo usage & content for impact highlights

**\$5,000**

# CYCLE & SUPPER

As a Cycle & Supper sponsor, you'll have the opportunity to support Bearings' newest event in 2024. This lively and casual spring fundraiser will feature social rides on the BeltLine, food, beer & wine, and raffles at Bearings' southwest Atlanta campus. Cycle & Supper will take place during the south's premier criterium racing event, Speed Week, and will be presented in partnership with The Paceline Project Race Team.

## PRESENTING

25 Cycle & Supper tickets

Presenting-level recognition in promo materials

Logo-link to company website on Bearings' website

Social media publicity

Usage rights for Bearings' logo in pre-approved promotions

Event gift for all guests

1 Corporate engagement experience to be co-created and scheduled

**\$7,500**

## PLATINUM

20 Cycle & Supper tickets

Platinum-level recognition in promo materials

Logo-link to company website on Bearings' website

Social media publicity

Usage rights for Bearings' logo in pre-approved promotions

Event gift for all guests

1 Corporate engagement experience to be co-created and scheduled

**\$6,000**

## GOLD

15 Cycle & Supper tickets

Gold-level recognition in promo materials

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings' logo in pre-approved promotions

Event gift for all guests

**\$4,500**

## SILVER

10 Cycle & Supper tickets

Silver-level recognition in promo materials

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings' logo in pre-approved promotions

Event gift for all guests

**\$3,000**

## BRONZE

10 Cycle & Supper tickets

Bronze-level recognition in promo materials

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings' logo in pre-approved promotions

Event gift for all guests

**\$1,500**

# BBQ & BREW

As a BBQ & Brew sponsor, you'll have the opportunity to support Bearings' well-known and loved signature fall fundraiser. Bearings BBQ & Brew raises critical funds for our programming and operations and update our supporters about the impact Bearings is having in the lives of youth. This casual party features great BBQ, local craft beer, live music, inspiring stories, and a chance to support Bearings' work through silent and live auction items, raffles, games, and more.

## PRESENTING

20 BBQ & Brew patron tickets

Presenting-level logo in promo materials

Logo-link to company website on Bearings website

Social media publicity

2 Corporate engagement experiences to be co-created and scheduled

Usage rights for Bearings logo in pre-approved promotions

**\$12,500**

## PLATINUM

15 BBQ & Brew patron tickets

Platinum-level logo in promo materials

Logo-link to company website on Bearings website

Social media publicity

2 Corporate engagement experiences to be co-created and scheduled

Usage rights for Bearings logo in pre-approved promotions

**\$10,000**

## GOLD

10 BBQ & Brew patron tickets

Gold-level logo in promo materials

Logo-link to company website on Bearings website

Social media publicity

1 Corporate engagement experience to be co-created and scheduled

Usage rights for Bearings logo in pre-approved promotions

**\$7,500**

## SILVER

10 BBQ & Brew patron tickets

Silver-level logo in promo materials

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

**\$5,000**

## BRONZE

6 BBQ & Brew patron tickets

Bronze-level logo in promo materials

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

**\$2,500**

# YOUTH MTB PROGRAM

As a sponsor of Bearings' youth mountain biking program, you'll have the opportunity to support our 2024 camp, clinic and race season. This program will engage 100+ students in 2024 through introductory camps, clinics, and the opportunity to race in the fall Georgia Cycling Association competitive season.

## PRESENTING

Presenting-level logo on MTB Team T-shirt

Presenting-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 5 Bearings MTB Team T-shirts

**\$7,500**

## PLATINUM

Platinum-level logo on MTB Team T-shirt

Platinum-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 4 Bearings MTB Team T-shirts

**\$5,000**

## GOLD

Gold-level logo on MTB Team T-shirt

Gold-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 3 Bearings MTB Team T-shirts

**\$2,500**

## SILVER

Silver-level logo on MTB Team T-shirt

Silver-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

Up to 2 Bearings MTB Team T-shirts

**\$1,500**

## BRONZE

Bronze-level logo on MTB Team T-shirt

Bronze-level logo on Cone Crusher Bike Camp & Race-day tent banners

Logo-link to company website on Bearings website

Social media publicity

Usage rights for Bearings logo in pre-approved promotions

1 Bearings MTB Team T-shirt

**\$750**

# LET'S CHAT

BECKY O'MARA

(404) 484-4180

BECKY @BEARINGSBIKEWORKS.ORG

Bearings Bike Works  
982 Murphy Ave. SW  
Atlanta, GA 30310

