





# Restoring *Hope* Transplant House

7457 Terrace Avenue  
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[www.restoringhope.org](http://www.restoringhope.org)

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Restoring Hope Ride  
May 14, 2011

Dear Community Partner,

In 2010 the Restoring Hope Transplant House held its second annual Restoring Hope Ride at Capital Brewery in downtown Middleton. With the help of businesses like yours we brought together about 300 riders, several loyal supporters and a host of wonderful volunteers on a beautiful spring day and raised nearly \$25,000 in support of the Restoring Hope Transplant House.

This past year has been an exciting one for Restoring Hope Transplant House as an increase in donations, support and partnerships have brought the House very close to realizing their goals of providing a non-profit home away from home for transplant patients and their caregivers here in the Madison area. There is more work to be done to open the doors; we hope you'll join us by supporting the 2011 Restoring Hope Ride. We are challenging ourselves to put on an even more successful event with more riders, more media coverage and more community involvement. We are also challenging you, our partner in the community, to rise to the challenge and be a part of this important step in opening the doors of this much needed community resource.

Your business may support this community-minded event through a monetary sponsorship or in-kind gift. Please find the remainder of the sponsorship packet following this letter with more details on sponsorship levels and in-kind donation needs such as food for the participants and/or products to include in the silent auction/raffle. If you have any questions or are interested in getting involved in the Restoring Hope Ride as a sponsor or in some other capacity, please contact us.

We look forward to building on our success last year and creating an even better ride for 2011. Together we can open the doors!

Sincerely,

Karen Nissen-Boryczka & Amanda Pischke  
Co-chairs

[www.restoringhope.org/hoperide](http://www.restoringhope.org/hoperide)  
[restoringhoperide@gmail.com](mailto:restoringhoperide@gmail.com)



*Please help us open the doors of the Madison Area Restoring Hope Transplant House by being a sponsor for our 2011 Restoring Hope Ride.*

Restoring Hope Transplant House is a **non-profit, 501 (c)(3)**, home in downtown Middleton, Wisconsin. The mission of the house is to offer a nurturing, home-like environment to patients and their caregivers who are in the Madison area for life-saving procedures including organ, bone marrow or other transplants.

### **The Transplant House Need**

Every year, thousands of adults and children need bone marrow transplants - a procedure that may be their only chance for survival. Although some patients with aplastic anemia, leukemia or other cancers have a genetically matched family member who can donate, about 70% do not. These patients' lives depend on finding an unrelated individual with a compatible tissue type, often within their own ethnic group, who is willing to donate marrow.

There are typically over 500 total transplants performed at the University of Wisconsin Hospital each year with over 300 recipients living outside of the Madison area, many coming from all around the country.

At times, a bone marrow or organ transplant patient may need to stay within the Madison area after their transplant for follow-up care and may not be well enough to return home. These patients then need to find a local hotel or temporary apartment which can create financial and emotional hardship. The Restoring Hope Transplant House would provide these patients and their families a comfortable environment to stay where they will meet others with similar experiences at a very low cost.

### **2011 Restoring Hope Ride**

With a successful two years under our belt, we're looking forward to the 2011 event. In an online survey sent out to all of the registered riders from 2010, 100% of the riders said that they would recommend this event to others. We're thrilled by the positive feedback and excited about the room for expansion and improvement in this event going forward. **Please join us for the 2011 Hope Ride on Saturday, May 14<sup>th</sup>, 2011.**



#### **2011 Hope Ride Co-Chairs**

As a nurse, Karen Nissen-Boryczka (pictured at left) has worked with countless transplant patients. She's an avid cyclist, a friend of Restoring Hope and she's very excited about the opportunity to serve as the Restoring Hope Ride Co-Chair once again this year.

Amanda Pischke (pictured at right) is also very involved in the local cycling community. She's been a volunteer for the past two Hope Rides, helping with Registration and Sag Support for the riders. She's eager to partner with Karen and the rest of the Planning Committee this year as our Co-Chair.

Together, they look forward to organizing regular planning meetings with the Hope Ride Committee, getting together with area businesses to discuss sponsorship opportunities, educating the public about the event and the need for supporting transplant related causes such as the Transplant House and to cap it all off by having a fun event that will bring the entire community together.



## About The Ride

The course start/finish line will be located at Capital Brewery in downtown Middleton, just a block from the Transplant House, and will offer three bike courses from a fun family course to a course for more serious bikers:

- 5K Family Ride
- 50K Bike Course
- 100K Bike Course

In addition to the Ride, the event will also offer food, drinks and music for all to enjoy at Capital Brewery before, during and after the ride. Sponsors will have numerous opportunities to advertise and market their brand, products and services to the hundreds or thousands of participants, attendees, and volunteers at the event.

## Sponsorship Opportunities

Restoring Hope Transplant House would like to thank the following sponsors pictured on the banner below for making the 2010 Restoring Hope Ride such a success. Sponsors of the 2011 Hope Ride will have their logos displayed prominently near the entrance at Capital Brewery on a high quality banner similar to last year's version pictured here.

Major corporate sponsorship opportunities are listed on the following pages. If you're interested in making in-kind donations or would like to suggest another level of participation, please submit your ideas. All gifts will be appreciated and are tax-deductible. Participation will be recognized prior to and throughout the event. Our website will also list your participation.

Thank you for considering the many sponsorship opportunities available with the Restoring Hope Ride. We look forward to building a strong relationship with you in the years ahead. For more information on the 2011 Restoring Hope Ride, please visit our website at [www.restoringhope.org/hoperide](http://www.restoringhope.org/hoperide) or contact us directly at: [restoringhoperide@gmail.com](mailto:restoringhoperide@gmail.com).

Sincerely,

Karen & Amanda  
Restoring Hope Ride Co-Chairs





# 2011 Restoring Hope Ride

**Saturday, May 14, 2011**  
**7am – 3pm**  
**Capital Brewery**  
**7734 Terrace Avenue**  
**Middleton, Wisconsin**

## **3rd Annual Cycling Event to Benefit Restoring Hope Transplant House**

### **Hope Ride Event Schedule**

7:00 – Grounds open at Capital Brewery

7:15 – Registration & Sign-In begins for unregistered and pre-registered riders. Registration ends 15 minutes prior to the start of each course. Pre-registered riders must sign-in

7:30 – Snacks and drinks available

8:30 – 100K course starts

9:30 – 50K course starts

10:00 – Food and Capital Brewery beverages available

10:30 – Family 5K course starts

11:00-1:00 – Post-ride music at Capital Brewery's outdoor beer garden. Raffle during music.

1:30 – Guest speakers. Thank you for coming!

3:00 – Hope Ride ends. Capital Brewery remains open to the public

Restoring Hope Transplant House is a non-profit facility in Middleton that will soon offer comfortable and affordable housing to transplant patients and their caregivers while they are in the Madison area receiving life-saving treatments at nearby medical facilities.

The Transplant House is currently closed until the necessary funds have been raised to finish renovations.

Upon completion, the House will feature 16 bedrooms each equipped with a private bathroom and shower, modern kitchen and dining facilities, community areas and laundry.

In order to raise funds to remodel the House and provide ongoing financial support, this annual community-supported bike event was started last year. Last year's ride generated about 300 registered riders and many more supporters. We're hoping for another great event in 2011.

Please join us on May 14<sup>th</sup> for a day full of fun activities at Capital Brewery in downtown Middleton. Take part in one of 3 bike courses and enjoy good food, drinks, music and a raffle in the Capital Brewery beer garden.

The Hope Ride entry fee is \$40. Riders 12 and younger are \$10. Family Registration (2 adults and 2 or more kids 12 and younger) is \$90. Fees include a t-shirt. After April 22, 2011 costs for all levels increase by \$5 and shirts are not guaranteed.

The start and finish lines will be located between the Transplant House and Capital Brewery and offer three bike courses from a fun 5K family course to 50K and 100K courses for more serious bikers.

Riders are strongly encouraged to take advantage of online registration and fundraising. For further updates, please visit the Hope Ride website:

[www.restoringhope.org/hoperide](http://www.restoringhope.org/hoperide)

**Restoring Hope Transplant House**

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**REGISTRATION FORM**  
**2011 RESTORING HOPE RIDE**  
 Saturday, May 14<sup>th</sup>, 2011  
 Capital Brewery – Middleton, WI  
 Register Online  
[www.restoringhope.org/hoperide](http://www.restoringhope.org/hoperide)

**Rider Information (please print) – Riders are encouraged to register online at [www.restoringhope.org/hoperide](http://www.restoringhope.org/hoperide), but can also register via mail by completing this form**

Name			
Names and ages of all additional Family Registration Riders – 2 adults and 2 or more kids 12 and younger (if applicable)			
Address			
City/State/ZIP			
Telephone		E-Mail	
Emergency Contact Name		Telephone	

Please add me to the Restoring Hope E-Newsletter list to receive future updates via email:  yes  no  
 I would like to participate in the:  5K  50K  100K (please choose **ONE** distance)

**Payment Information – Entry Fee is \$40 per rider. Riders 12 years and younger are \$10. Family Registration (2 adults and 2 or more kids 12 years and younger) is \$90. After April 22<sup>rd</sup>, the cost for all levels increases by \$5. Riders may also register the day of the event at this increased fee.**

A souvenir Restoring Hope Ride t-shirt is included in the entry fee for all riders that register by April 22<sup>nd</sup>. Please select t-shirt size. Family Registration Riders must enter quantity AND shirt size:

**Adult:** \_\_  S \_\_  M \_\_  L \_\_  XL \_\_  XXL **Children:** \_\_  S \_\_  M \_\_  L

*Registration deadline is **April 22<sup>nd</sup>** to be guaranteed a Hope Ride T-Shirt. **Only a limited number of extra t-shirts will be available after this deadline. After April 22<sup>nd</sup>, entry fee increases by \$5***

I plan to pay my entry fee with:  
 cash  check  credit card (Please make checks payable to: **Restoring Hope Ride**)

Credit card type	
Credit card number	
Expiration date	
Authorized signature	

**Waiver Agreement - \*Parent or Guardian must sign if age 17 or under. Both adults must sign when using Family Registration!**

I know that bicycling is a potentially hazardous activity. **I understand that ALL riders MUST wear bike helmets including children in Burley's or other pull behind bike accessories** and agree that no iPods, headphones or cell phones are allowed while riding. I will obey all local traffic laws. I assume **ALL** risks of participating in this event, including, but not limited to, falls, contact with other participants, effects of the weather, traffic and road conditions. All such risks are known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my registration, I waive and release Restoring Hope Ride organizers and their representatives and any of the cooperating sponsors, groups, agencies or municipalities from all claims or liabilities of any kind arising from my participation in this event. I also grant permission from all of the foregoing to use any photographs, video recordings and other record of this event for any legitimate purpose.

Signature(s)*	
Age	Date

Please send this completed form with your payment to:  
**Restoring Hope Ride**  
 c/o Restoring Hope Transplant House  
 7457 Terrace Avenue  
 Middleton, WI 53562

Hope Ride details subject to change. Registration fee is non-refundable.



## CORPORATE SPONSORSHIP OPPORTUNITIES

We have created 7 levels of participation. We accept in-kind donations and contributions. If you have a specific proposal for participation, please feel free to submit your ideas.

### **Platinum Corporate Contributor**

**\$20,000+**

#### *Benefits and Recognition*

Corporation will be announced prior to the start of each course and recognized on stage during the event  
Corporate Logo on Thank You Banner near the entrance to Capital Brewery  
Your logo as a Platinum Corporate Contributor on the Website - [www.restoringhope.org](http://www.restoringhope.org)  
Your corporate banner on display at the event (provided by Sponsor)  
Private tour of Capital Brewery for your group (20 people, age 21 and over)  
Corporate logo on the back of official Hope Ride t-shirt  
Registration fee waived for 8 riders  
Opportunity for a member of your organization to address the crowd on stage for 5 minutes (optional)  
Your name in a post-ride thank you ad in the Middleton Times Tribune

### **Gold Corporate Contributor**

**\$10,000 - \$19,999**

#### *Benefits and Recognition*

Corporation will be announced prior to the start of each course and recognized on stage during the event  
Corporate Logo on Thank You Banner near the entrance to Capital Brewery  
Your logo as a Gold Corporate Contributor on the Website - [www.restoringhope.org](http://www.restoringhope.org)  
Your corporate banner on display at the event (provided by Sponsor)  
Corporate logo on the back of official Hope Ride t-shirt  
Registration fee waived for 6 riders  
Your name in a post-ride thank you ad in the Middleton Times Tribune

### **Silver Corporate Contributor**

**\$5,000 - \$9,999**

#### *Benefits and Recognition*

Corporation will be recognized on stage during the event  
Corporate Logo on Thank You Banner near the entrance to Capital Brewery  
Your logo as a Silver Corporate Contributor on the Website - [www.restoringhope.org](http://www.restoringhope.org)  
Your corporate banner on display at the event (provided by Sponsor)  
Corporate logo on the back of official Hope Ride t-shirt  
Registration fee waived for 4 riders  
Your name in a post-ride thank you ad in the Middleton Times Tribune

### **Bronze Corporate Contributor**

**\$1,000 - \$4,999**

#### *Benefits and Recognition*

Corporation will be recognized on stage during the event  
Corporate Logo on Thank You Banner near the entrance to Capital Brewery  
Your logo as a Bronze Corporate Contributor on the Website - [www.restoringhope.org](http://www.restoringhope.org)  
Your corporate banner on display at the event (provided by Sponsor)  
Corporate logo on the back of official Hope Ride t-shirt  
Registration fee waived for 2 riders  
Your name in a post-ride thank you ad in the Middleton Times Tribune



### **Corporate Contributor**

**\$500- \$999**

#### *Benefits and Recognition*

- Corporate Logo on Thank You Banner near the entrance to Capital Brewery
- Your logo as a Corporate Contributor on the Website - [www.restoringhope.org](http://www.restoringhope.org)
- Your corporate banner display at the event (provided by Sponsor)
- Corporate name on the back of official Hope Ride t-shirt
- Your name in a post-ride thank you ad in the Middleton Times Tribune

### **Advocate for Transplant**

**\$250- \$499**

#### *Benefits and Recognition*

- Corporate Logo on Thank You Banner near the entrance to Capital Brewery
- Your logo as an Advocate for Transplant on the Website - [www.restoringhope.org](http://www.restoringhope.org)
- Your name in a post-ride thank you ad in the Middleton Times Tribune

### **Friend of the Restoring Hope Ride**

**In-Kind Donation**

#### *Benefits and Recognition*

- Corporate name listed on Thank You Board
- Your name as a Friend of the Restoring Hope Ride on the Website - [www.restoringhope.org](http://www.restoringhope.org)
- Your name in a post-ride thank you ad in the Middleton Times Tribune





## 2010-2011 Restoring Hope Ride Sponsorship Agreement Form

Restoring Hope Ride | Saturday, May 14<sup>th</sup>, 2011 | Capital Brewery

Corporate sponsorship of the 2011 Restoring Hope Ride presents a unique opportunity to reach a wide geographic cross-section of people who are active in the community while supporting a significant need and an important cause. Being able to provide the highest quality facility to support the transplant community is a goal that we all share. Through sponsorship of the 2011 Restoring Hope Ride, your support through a sponsorship gift, would lead the way in helping those in the community and raise awareness of the need for further support.

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**Company Name**

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**Amount**

---

**Sponsorship Level (see back for in-kind donations)**

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**Contact person (print)**

---

**Contact person (signature)**

---

**Date**

---

**Contact person telephone #**

---

**Address**

---

**Additional contact person (print)**

---

**Additional contact person (signature) Date**

---

**Contact person telephone #**

---

**Address**

---

**Contact person email**

---

**Additional contact person email**



**Please check one indicating how your business should be acknowledged in all media exposure:**

\_\_\_\_\_ authorizes that information regarding their sponsorship of the 2011 Restoring Hope Ride may be released to any and all media sources.

\_\_\_\_\_ Please keep all information regarding \_\_\_\_\_ sponsorship of 2011 Restoring Hope Ride confidential.

\_\_\_\_\_ authorizes that their monetary contribution not be released to the media, but other aspects of the sponsorship may be released.

**If business logo is to be used for materials per sponsorship level agreement (i.e. flyers, posters, t-shirts) all logos should be received in EPS or another hi-res format by April 14<sup>th</sup>.**

**For In-Kind Donations Only:**

Item(s) to be Donated:

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Estimated Value: \_\_\_\_\_

*Date of Restoring Hope Ride is May 14, 2011. Please have item(s) delivered or ready prior to this date.*

Please check one:

\_\_\_\_\_ Item Enclosed

\_\_\_\_\_ Please have a volunteer from the Restoring Hope Ride Committee pick up donation

\_\_\_\_\_ Donation will be delivered to Restoring Hope Transplant House by (date) \_\_\_\_\_

If you intend to mail your item(s), please send to:

Restoring Hope Transplant House  
7457 Terrace Avenue  
Middleton, WI 53562

For more information, please contact Karen Nissen-Boryczka at (608) 225-1060 or via email at [restoringhoperide@gmail.com](mailto:restoringhoperide@gmail.com)