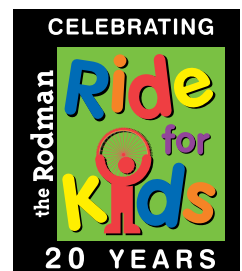
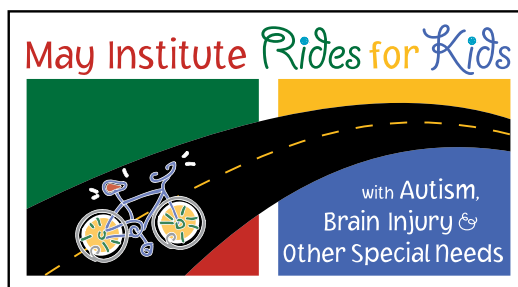
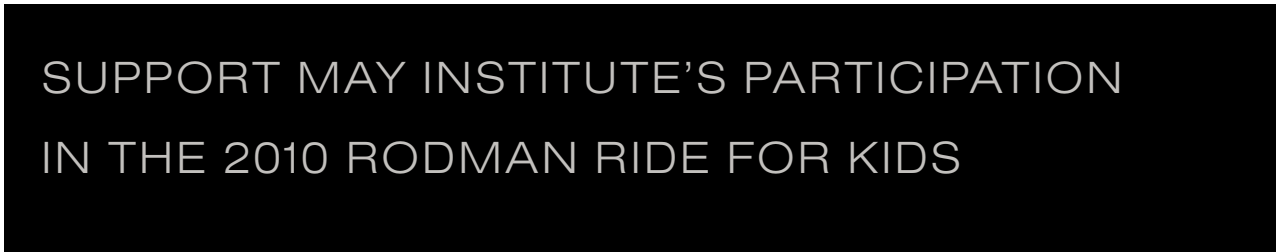
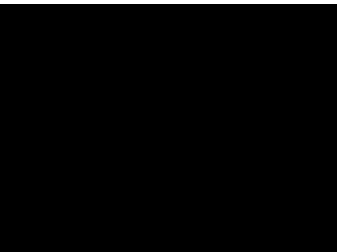


## A Corporate Sponsorship Invitation

SUPPORT MAY INSTITUTE'S PARTICIPATION  
IN THE 2010 RODMAN RIDE FOR KIDS



an invitation to  
your company

On Saturday, September 25, 2010,

over one thousand riders will participate in 25-, 50- or 100-mile non-competitive cycling tours throughout southeastern Massachusetts.

The Rodman Ride for Kids is an exceptional event in which participants are cheered on by an array of volunteers and enthusiastic supporters along the route. Cyclists are provided with corporate-sponsored water stops, spotter vans, medical support, and bicycle emergency repair stations until the last rider crosses the finish line.

Most importantly, every dollar raised for the Ride will be contributed to social service agencies across Massachusetts that serve at-risk children. May Institute is proud to be a 2010 affiliate of the Ride for Kids.





May Institute invites your company to sponsor our participation in the 2010 Rodman Ride for Kids bicycle fundraising event.

Since its inception in 1991, the Rodman Ride for Kids has hosted thousands of cyclists, and hundreds of volunteers and corporate sponsors, in one of the country's largest single-day bike events benefiting children and families. The Rodman Ride for Kids has raised over \$44 million to date for a wide variety of youth-focused social service agencies across Massachusetts.

One hundred percent of all funds raised through your corporate partnership participation will directly benefit the estimated 16,000 children served by May Institute throughout New England. Your sponsorship will also leverage additional support by bringing us closer to our financial goal for the event. **Once that goal is attained, the Ride for Kids—an umbrella matching gift charity—will provide us with a 10 percent match for every dollar we raise!**

May Institute, widely recognized for its 55-year history of serving children with autism, is proud to be selected for the fourth year as an affiliate of the Ride for Kids. Our selection was due in large measure to the breadth and depth of our organization, which is unique in its ability to

effectively serve children with a broad range of diagnoses, including autism, brain injury, and other special needs. We do so with expertise and compassion, partnering with families to ensure that the children in our care receive the best possible services.

Your partnership with May Institute is a unique sponsorship opportunity that will directly impact these children and families. You will receive numerous sponsorship benefits that will provide your company and your brand with multiple marketing opportunities that will take place before, during, and after the event (see Sponsorship Benefits section). In addition to these sponsorship benefits, participation in the event will encourage team-building within your organization and provide you with an unusual and meaningful philanthropic opportunity.

**Please join us as a corporate friend.  
Together we can make great strides in  
creating a brighter future for our children.**



# your company's sponsorship dollars at work

This is a tremendous opportunity to raise vital funds for May Institute children's services... but we can't do this without your help! Your sponsorship will enhance our programs and services that support thousands of children and families across New England each year.

**Corporate sponsorship is a meaningful philanthropic gesture and a sound business decision. Studies show that:**

- Good corporate citizenship practices are more important to consumer impressions than brand reputation or financial factors.
- Forty-eight percent of consumers reported they had been motivated by a sponsorship campaign to change brands, use a product more, and try new products.
- A study by New York University's Stern School of Business found that for every dollar a corporation gives to charity, it can expect profits to increase by two or three dollars.
- Up to 97 percent of MBA graduates from America's top business schools reported a willingness to sacrifice an average of 14 percent of their financial compensation to work for a socially responsible company.

## These programs include:

- Several specialized schools serving close to 200 children and adolescents with autism and other developmental disabilities.
- A specialized school serving more than 50 children and adolescents with brain injury.
- Residential and community living services in 15 homes for 100 children with brain injury, autism, and other developmental disabilities.
- Pediatric specialty healthcare, rehabilitation, and behavioral health services for more than 2,300 families.
- Abuse prevention educational services for nearly 1,500 first and fourth grade students.
- School and home consultation services to public school districts, collaboratives, and families, serving thousands of children and adolescents in New England.
- Early intervention services, including speech, occupational, physical, and play therapy, for over 100 infants and toddlers with, or at high risk for, developmental delays.
- Screening, diagnostic, and therapeutic treatment services for 350 children with or suspected of having an autism spectrum disorder, provided through the Autism Spectrum Disorders Clinic. This service is vital, given that waiting times for diagnostic assessments can average 8-12 months.
- Mental health clinics that provide evaluation, counseling, and therapy to more than 600 children.

# sponsorship benefits

Your sponsorship will link your company with two outstanding Massachusetts-based nonprofit organizations. The benefits your company will receive from both the Rodman Ride for Kids and May Institute are exceptional!

## Super Spoke (\$1,000)

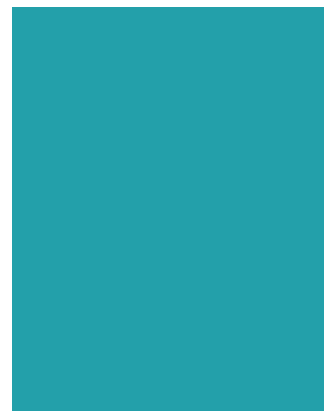
- Your company can have one rider (no fundraising required) for the day of the event.
- Your company's sponsorship will be listed in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.

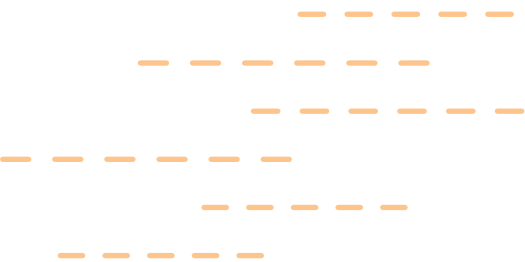
## Big Wheels (\$2,000)

- Your company can have a team of up to two riders (no fundraising required) for the day of the event.
- Your company's sponsorship will be listed in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.

## Power Pedalers (\$3,000)

- Your company can have a team of up to three riders (no fundraising required) for the day of the event.
- Your company's sponsorship will be listed in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.
- Your company's sponsorship will be acknowledged for three months on May Institute's website ([www.mayinstitute.org](http://www.mayinstitute.org)). 8,000 unique users visit our website monthly.



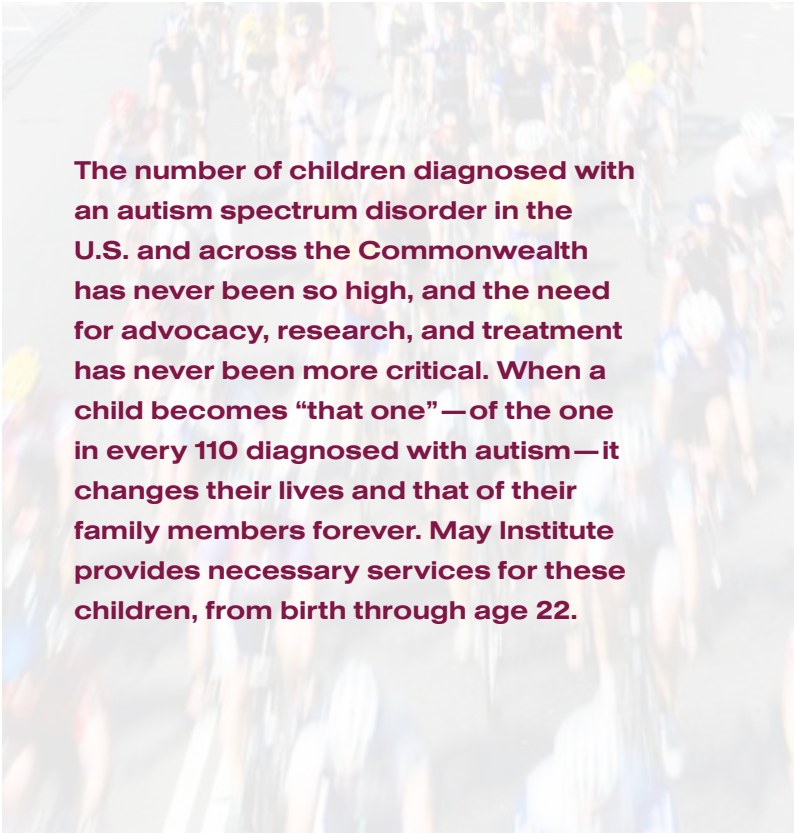


### Road Crew Sponsors (\$5,000)

- Your company can have a team of up to five riders (no fundraising required) for the day of the event.
- Your team/company name will be printed on Ride for Kids signs along the ride route.
- Your company's logo will be displayed on specially designed May Institute T-shirts worn by all our riders for the event.
- Your company's sponsorship will be listed in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.



- Your company's sponsorship (including a hyper-link to your website) will be acknowledged for three months on May Institute's website ([www.mayinstitute.org](http://www.mayinstitute.org)). 8,000 unique users visit our website monthly.
- Your company's sponsorship will be cited in May Institute press releases announcing our participation in the Ride for Kids, to be distributed to 30-40 media outlets across New England.



**The number of children diagnosed with an autism spectrum disorder in the U.S. and across the Commonwealth has never been so high, and the need for advocacy, research, and treatment has never been more critical. When a child becomes “that one”—of the one in every 110 diagnosed with autism—it changes their lives and that of their family members forever. May Institute provides necessary services for these children, from birth through age 22.**



## Water Stop Sponsor (\$10,000)

- Your company can field a team of up to 10 riders (no fundraising required) for the day of the event.
- Your company logo will be displayed on Ride for Kids banners at all six water stops along the ride route.
- Your company's logo will be displayed on specially designed May Institute T-shirts worn by all our riders for the event.
- Your company's sponsorship will be featured in the Winter 2010-11 issue of May Institute's national newsletter publication, *@May*, and distributed to an audience of more than 12,000 individuals.
- Your company's sponsorship (including your company logo and a hyperlink to your website) will be acknowledged for three months on May Institute's website ([www.mayinstitute.org](http://www.mayinstitute.org)). 8,000 unique users visit our website monthly.
- Your company's sponsorship will be cited in May Institute press releases announcing our participation in the Ride for Kids, to be distributed to 30-40 media outlets across New England.
- Your company's sponsorship will be included in an email blast to more than 5,000 May Institute constituents and employees across the country.





## Start/Finish Line Sponsors (\$25,000)

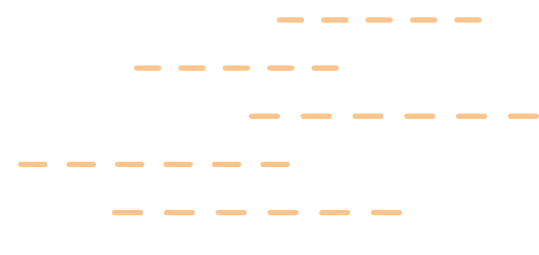
- Your company can field a team of up to 25 riders (no fundraising required) for the day of the event.
- Your company's logo will be displayed on the Ride for Kids start and finish line banners.
- Your company will have the opportunity for product promotion in the riders' "goodie bags," to be distributed to over 1,200 riders.
- Your company's logo will be displayed on specially designed May Institute T-shirts worn by all our riders for the event.
- Your company's sponsorship will be featured in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.
- Your company's sponsorship (including your company logo and a hyperlink to your website) will be acknowledged for six months on May Institute's website ([www.mayinstitute.org](http://www.mayinstitute.org)). 8,000 unique users visit our website monthly.
- Your company's sponsorship will be cited in May Institute press releases announcing our participation in the Ride for Kids, to be distributed to 30-40 media outlets across New England.
- Your company's sponsorship will be included in an email blast to more than 5,000 May Institute constituents and employees across the country.





## Route Sponsors (\$50,000)

- Your company can field a team of up to 50 riders (no fundraising required) for the day of the event.
- Your company logo will be prominently displayed on Ride for Kids banners at the start/finish line.
- Your company will have the opportunity for product promotion in the riders' "goodie bags," to be distributed to over 1,200 riders.
- Your company's logo will be on the Ride for Kids t-shirts worn by over 550 volunteers working the day of the event.
- Your company's logo will be prominently displayed on specially designed May Institute T-shirts worn by all our riders for the event.
- Your company's sponsorship will be featured in the Winter 2010-11 issue of May Institute's national newsletter publication, @May, and distributed to an audience of more than 12,000 individuals.
- Your company's sponsorship (including your company logo and a hyperlink to your website) will be acknowledged for one year on May Institute's website ([www.mayinstitute.org](http://www.mayinstitute.org)). An average of 8,000 unique users visit the website each month.
- Press releases highlighting your company's sponsorship will be distributed to media outlets in a minimum of ten cities and towns in Massachusetts.
- Your company's sponsorship will be cited in May Institute press releases announcing our participation in the Ride for Kids, to be distributed to 30-40 media outlets across New England.
- Your company's sponsorship will be included in an email blast to more than 5,000 May Institute constituents and employees across the country.



# about may institute

## May Institute is a nonprofit organization

that provides educational, rehabilitative, and behavioral healthcare services to individuals with autism spectrum disorders (ASD) and other developmental disabilities, brain injury, mental illness, and other behavioral health needs. The Institute also provides training and consultation services to professionals, organizations, and public school systems.

Over the past 55 years, May Institute has evolved into an award-winning national network that serves over 25,000 individuals and their families annually at more than 200 service locations in the Northeast, Southeast, and on the West Coast. Four May Institute schools serve children and adolescents with ASD and other developmental disabilities; another school serves children with brain injury.

The Institute is an active center of research and training, maintaining affiliations with more than 55 universities, hospitals, and human service agencies worldwide.



**41 Pacella Park Drive**

**Randolph, MA 02368**

**800.778.7601**

**[www.mayinstitute.org](http://www.mayinstitute.org)**

"please join us as a corporate friend...

...together we can make great strides in  
creating a brighter future for our  
children."

# enrollment form

Our company would like to ENROLL NOW  
as a Corporate Sponsor of May Institute's  
participation in the 2010 Ride for Kids.

We/I will participate as a:

- Route Sponsor: \$50,000
- Start/Finish Line Sponsor: \$25,000
- Water Stop Sponsor: \$10,000
- Road Crew Sponsor: \$5,000
- Power Pedalers: \$3,000
- Big Wheels: \$2,000
- Super Spoke: \$1,000
- Other Sponsorship Level: \$ \_\_\_\_\_

## PAYMENT INFORMATION:

- Enclosed is our check payable to:  
**The Rodman Ride for Kids/May Institute**
- Please charge our:  Visa  MasterCard:

Account No. \_\_\_\_\_ Exp. \_\_\_/\_\_\_/\_\_\_

Signature: \_\_\_\_\_

**For additional Corporate Sponsorship information,  
or to discuss customized sponsorship packages,  
please contact Karyn Vostok.**

## CORPORATE SPONSOR RIDER

**PARTICIPATION:** *(Please check all that apply)*

- Our company will not field riders
- Our company will field a team of riders

## IMPORTANT INFORMATION:

May Institute will contact you regarding rider registration.

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

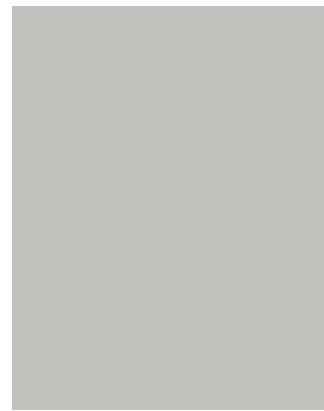
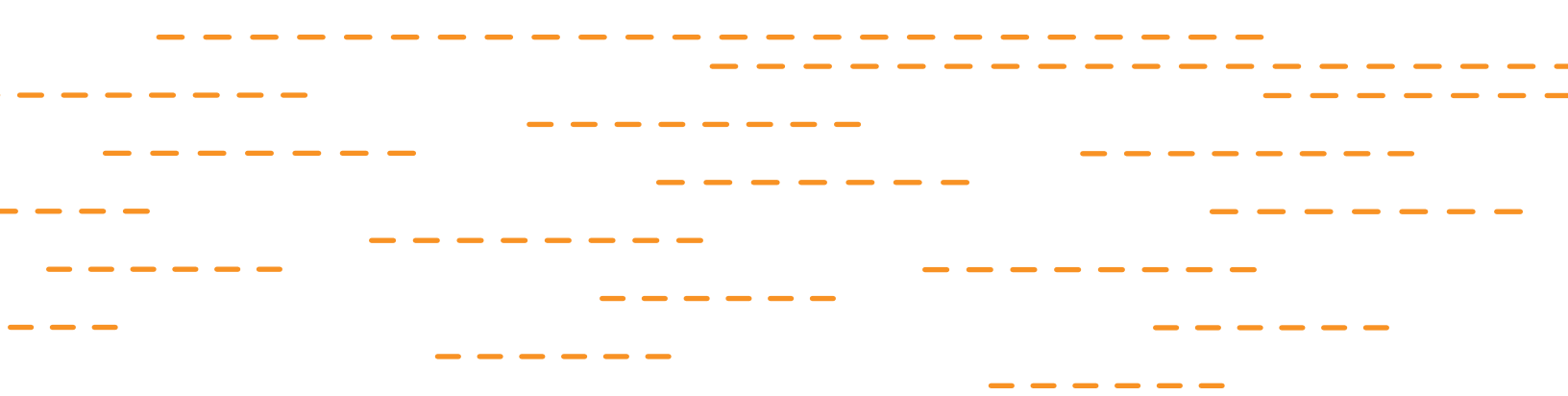
Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Complete and send this form to:

**Karyn Vostok**  
41 Pacella Park Drive  
Randolph, MA 02368  
Tel: 781.437.1247  
Email: kvostok@mayinstitute.org



**MayInstitute**  
*Shaping Futures. Changing Lives.*

■ 800.778.7601

■ [www.mayinstitute.org](http://www.mayinstitute.org)

