

SEPTEMBER 11, 2021



PEDAL FOR MERCY

The Mercy Center for Women invites you to participate in our inaugural cycling event, **Pedal for Mercy**. This event will combine two things our wonderful part of Pennsylvania is known for, wine country and giving back. On this ride, cyclists will experience the beauty of the rich North East wine country. Three route choices are available: a 12-mile, 25-mile, or a 50-mile. Each amazing route offers up the best of North East: wineries, farms, and small businesses. All cyclists will begin and conclude at Penn Shore Winery and Vineyards. At the conclusion all are invited to gather to enjoy food, drink, and live music. Community members may also skip the ride and purchase a social ticket that will allow them to give to a compelling cause and join in post-ride celebrations. More information on the ride can be found at <https://runsignup.com/Race/PA/NorthEast/PedalforMercy> or www.mcwerie.org.

Where?

Penn Shore Winery and Vineyards
10225 East Lake Road
North East, PA 16428

When?

Saturday, September 11, 2020

8:00 a.m. until 9:30 a.m. Registration

9:11 a.m. Prayer, welcome, and moment of silence.

9:15 a.m. 50-mile start

9:45 a.m. 25-mile start

10:00 a.m. 12-mile start

12:00 p.m. to 3:00 p.m. Post-ride lunch and celebration! A catered lunch, drinks, and live music will be provided.

Sponsorship Opportunities

All proceeds will go towards supporting our mission here at the Mercy Center for Women. Mercy Center for Women is a sponsored ministry of the Sisters of Mercy and is committed to enhancing the dignity of each person we serve through healing of body, mind, and spirit.

Grand Tour Sponsorship • \$10,000

Radio: Announced as the premier event sponsor.

Web: Logo recognition prominently displayed on both the Pedal for Mercy website, as well as the Mercy Center for Women website. Logo's will be linked to the sponsor website.

Print: Your Company's name will be listed in all press releases and print pieces about Pedal for Mercy. This level is dependent on when (date) your sponsorship contract is signed and when print collateral is due to the printer.

Shirt: Your Company's logo will appear on the event t-shirt which will be provided to Early Bird registrants of the event.

Social Media: Your Company's logo and sponsorship will appear on all our social media platforms.

Newspaper: Logo recognition in 4 weeks of print ads in the Erie Times-News (2 ads per week).

On-site presence: Opportunity to have on site presence at Pedal for Mercy. Opportunity to include item or materials in rider goodie bags provided for Early Bird riders.

Hospitality: Twelve tickets for the commencement event following the ride. This will include food and entertainment.

Breakaway Sponsorship • \$5,000

Radio: Announced as Breakaway sponsor of the event.

Web, Print, Shirt, Newspaper, Social Media, and On-site presence: The same value added as mentioned in the Grand Tour Sponsorship level.

Hospitality: Ten tickets for the commencement event following the ride. This will include food and entertainment.

King/Queen of the Hill Sponsorship • \$2,500

Radio: Announced as King/Queen of the Hill sponsor of the event.

Web, Print, Shirt, Newspaper, Social Media, and On-site presence: The same value added as mentioned in the Grand Tour Sponsorship level.

Hospitality: Eight tickets for the commencement event following the ride. This will include food and entertainment.

In the Zone Sponsorship • \$1,500

Web, Print, Shirt, Newspaper, Social Media, and On-site presence: The same value added as mentioned in the Grand Tour Sponsorship level.

Hospitality: Six tickets for the commencement event following the ride. This will include food and entertainment.

Bridge the Gap Sponsorship • \$1,000

Web, Print, and social media: The same value added as mentioned in the Grand Tour Sponsorship level.

Hospitality: Four tickets for the commencement event following the ride. This will include food and entertainment.

SAG Wagon and Water Stop Sponsorship • \$500

Web and Social Media: Logo recognition prominently displayed on Mercy Center for Women website with link to your Company's website.

Hospitality: Two tickets for the commencement event following the ride. This will include food and entertainment.





Pedal for Mercy 2021

September 11, 2021

Sponsorship Form

NAME/ORGANIZATION: _____

ADDRESS: _____ CITY: _____ STATE: _____

ZIP: _____ PHONE: _____ E-MAIL: _____

NOTE: Please print information above as you would like it in your advertisement.

Sponsorship Levels (please circle one) Cost

Grand Tour	\$10,000
Breakaway	\$5,000
King/Queen of the Hill	\$2,500
In the Zone	\$1,500
Bridge the Gap	\$1,000
SAG Wagon and Water Stop	\$500

Total amount due \$ _____

All accompanying logos are to be sent by e-mail to jhagerty@mcwerie.org. All details are dependent on when your sponsorship contract is signed and when print collateral is due to print. *Please make checks payable to Mercy Center for Women.* All materials are due by **August 12, 2021.**

Pedal for Mercy
c/o Jennie Hagerty
Mercy Center for Women
1039 East 27th Street
Erie, PA 16504

Credit card payments accepted at www.mcwerie.org

Questions? Contact our Executive Director, Jennie Hagerty at (814) 455-4577.

Thank you for your support!