



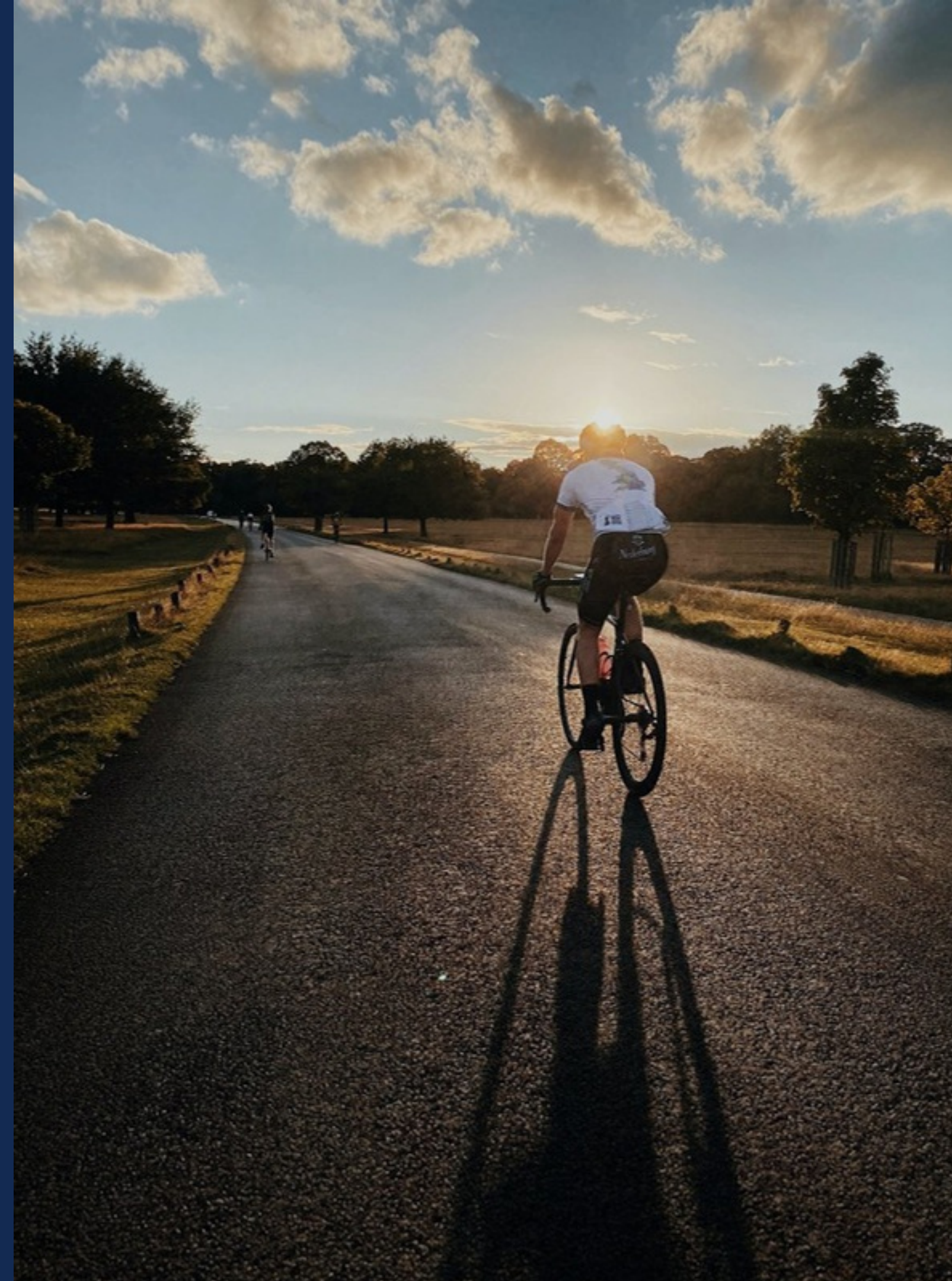
FAMILY PROMISE OF BRADLEY COUNTY

Sponsorship Proposal

Cleveland Circuit Ride

SEPTEMBER 12, 2026 • 8:00 AM

circuitride.org | familypromisebradleytn.org



ABOUT THE EVENT

The Circuit Ride

11TH YEAR • A “DO-NOT-MISS” EVENT

The Cleveland Circuit Ride is an organized bike ride that began in 2015 as a First United Methodist Church of Cleveland, TN ministry supporting a local mission project. A partnership formed with Family Promise of Bradley County, and in 2021 the organization took over managing the ride outright.

Today it’s a family-friendly event held at Black Fox Elementary, with routes for every kind of rider — from first-timers to seasoned cyclists.

SEPT 12 EVENT DATE	8:00 AM START TIME	25/50/100 KM ROUTES	Black Fox Elementary 3119 Varnell Rd SW Cleveland, TN
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WHO WE ARE

Family Promise of Bradley County

A nonprofit organization serving children and families experiencing homelessness in Bradley County. We take a holistic approach to prevention — keeping families housed where possible, providing shelter when needed, and helping every family stabilize once housing is secured.

VISION

A nation in which every family has a home, a livelihood, and the chance to build a better future.

MISSION

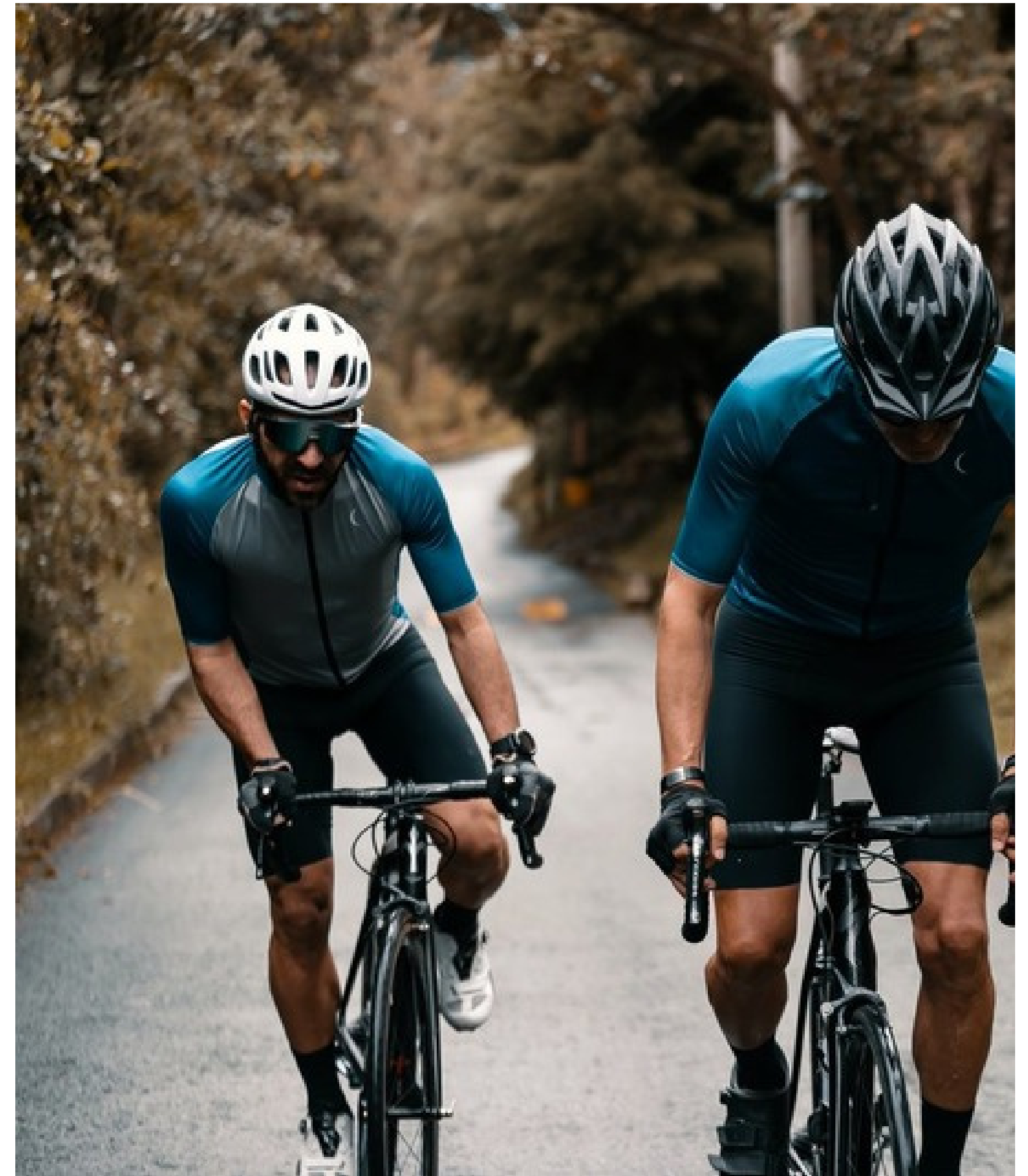
To respond to the growing need for shelter, meals, and comprehensive support for children and families facing homelessness.

AUDIENCE & REACH

Who You'll Reach

Riders are typically male, ranging from their mid-20s to late 60s — an established, community-rooted audience that returns year after year. We are working to reach a broader demographic.

2026 outlook: With the 100-mile route added to the course, this year is on track for the biggest turnout in the ride's history.





Why Sponsor the Circuit Ride



Social Responsibility

Every dollar raised directly supports Family Promise of Bradley County's mission to end family homelessness in our community.



Brand Visibility

Every sponsorship package puts your name and logo in front of a growing, engaged local audience — before, during, and after race day.



Networking

Join us on the course or at the post-ride lunch for an easy, personal way to connect with community and business leaders.

Sponsorship Packages

	Wheel & Sprocket \$250	Safety Package \$500	Wayfinders Package \$1,000	Trailblazers \$5,000	Ride Captain \$8,000
	Emergency bike assistance	Chase vehicles	Hydration/Water Stops	Course & turn guides	Presenting sponsor
Ride entries & t-shirts	2	2	4	6	8
Logo on event t-shirts		✓	✓	✓	✓
Logo on posters			✓	✓	✓
Name on ride banner	✓	✓	✓	✓	✓
Radio spot mention			✓	✓	✓
Social media spotlight			✓	✓	✓
Announced at event					✓

Our Past Sponsors

Family Promise of Bradley County is a 501(c)(3) organization. All contributions are tax deductible.





GET IN TOUCH

Let's Ride Together

We'd love to talk through which package fits your organization — or build a custom one together.

sponsorships@familypromisebradleytn.org

