



Making the Outdoors Accessible



What is Ian's Ride?

Ian's Ride began in 2016, when our founder, Ian Mackay, set off on a wheelchair journey across the state of Washington. Ian incurred a spinal cord injury from a bicycle crash in 2008, leaving him paralyzed from the neck down. Prior to his injury he was an avid outdoorsman, biology student, birder, and lover of nature. The devastating injury left Ian thinking that his outdoor pursuits were no longer available. As the years rolled by, small steps were made, technology advanced, and Ian was able to access a phone where he could call for help. He began venturing further away from home on his local bike path, rekindling his love of nature and cycling. Although in a power wheelchair, driving with his mouth, he still felt connected with the cycling community. The big ride across Washington in 2016 was an experiment to see just how doable cross country travel might be for a power wheelchair. Ian got some cycling friends to join him, with the promise that they could enjoy a craft beer each evening. The journey became something larger than expected. 335 miles were traveled, lives were changed, imaginations were sparked, and hearts were forever touched. Numerous other wheelchair users and cyclists joined in on the ride. Strangers reached out from far and wide with their stories of disability and their desire to get more active outdoors. What began as a long ride with a daily beer turned into a media whirlwind and education on active transportation.

In the aftermath of the 2016 Ride, Ian gave a lot of talks, gathered several awards, completed another cross-state trip, and began an annual multi-modal ride on his home trail. With the encouragement of supporters, thus began the nonprofit organization of Ian's Ride.

What does Ian's Ride do?

We advocate at every opportunity for outdoor accessibility. This means not only encouraging the mobility impaired to get outside, but to advocate for policy change regarding safe and connected infrastructure for those not in cars. Ian continues to "roll the roll" averaging 3000 miles on bike paths annually and he hasn't missed a daily ride since October 2016. He is a compelling speaker and has given presentations at conferences, service groups, and spoken with public leaders about more multi-use paths and bike lanes. He participated in United Spinal's Roll on Capitol Hill to discuss policy in Washington DC. He heads up several support groups in his area for the mobility challenged. Our message is constant. Get outside. Pursue your passions. Don't be afraid to ask for help. Enjoy the ride.

Our mission is:

Ian's Ride is a 501(c)(3) nonprofit organization run by a team of dedicated volunteers. The mission of Ian's Ride is to promote outdoor accessibility, further the availability of technology, and encourage support services for those with mobility impairment.

How can we help each other?

We need help with funding to allow us to participate in appropriate events. We will have the media's attention. We are taking a power wheelchair ~300 miles over some serious elevation gains. This is noteworthy if you are in the mobility business. We are a nonprofit organization, and thus a worthy charitable cause, but we are also a marketing opportunity. 2020 brings another adventure. Ian planned to cross the state of Oregon from East to West, but due to Covid 19 those plans have been postponed. The alternate route is the redwood coast of California, and we begin on October 4th. The route overview is on the following page. Sponsorship/Partnership opportunities are outlined as well.

Monetary Partnerships:

PLATINUM – \$2,500 +

- Ian will provide a webinar, zoom meeting, or video for the organization of your choice.
- Company/organization logo will have front page placement on iansride.com
- Company/organization will have priority on Sponsor of the Day on day of their choosing.
- All GOLD, SILVER and BRONZE level benefits

GOLD – \$1,000 +

- Company/organization will be mentioned in blog post. Including use of your product, if applicable.
- Company/organization will be mentioned on social media.
- Company/organization logo will be on signage on our support vehicle.
- All SILVER and BRONZE level benefits

SILVER – \$500 +

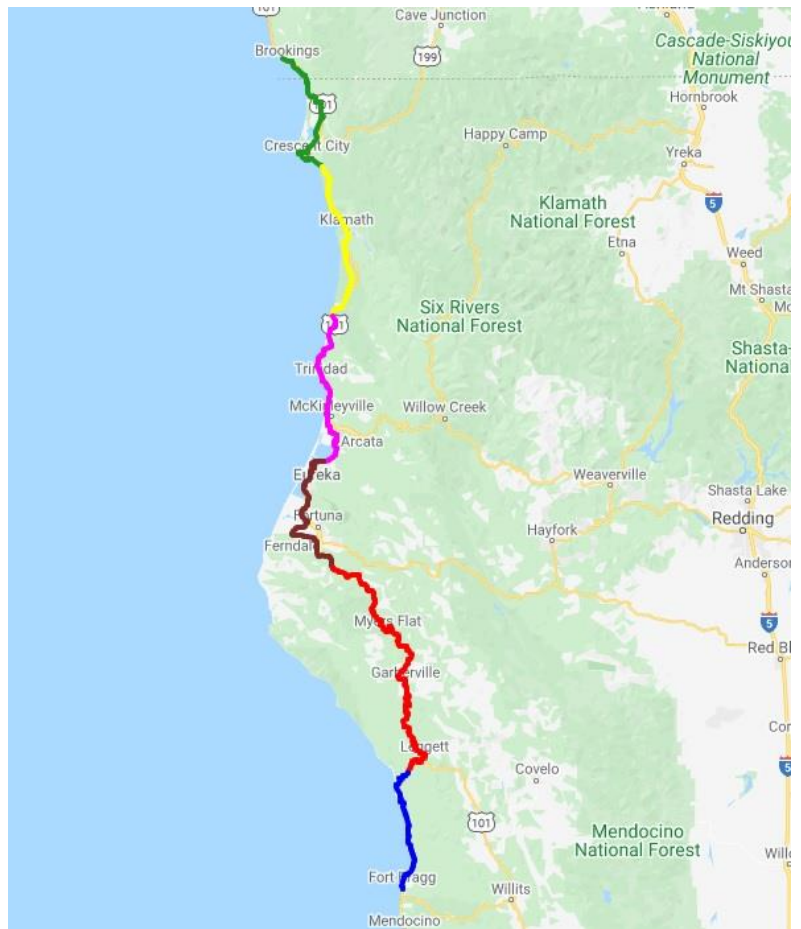
- Company/organization link will be shared on iansride.com
- Company/organization will be Sponsor of the Day. (For the entirety of one day of the big ride, the sponsor will get frequent mentions in signage and interviews, including the nightly KSQM radio interview)
- All BRONZE level benefits

BRONZE – \$250 +

- Company/organization will be added to supporter's page on our website.
- Company/organization will be thanked on the radio.

NON-PROFIT ORGANIZATION – FREE +

- Company/organization mentions on Ian's Ride social media platforms and vice-versa.
- Company/organization logo and URL link added to Ian's Ride website and vice-versa.





Questions? Please contact:

Ian Mackay

Executive Director of Ian's Ride

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360-808-6588

Partnership Commitment Form:

Please print all names legibly and exactly as they should appear in all publications.

Corporate - Individual - Foundation

Name: _____

Contact Name: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Type of contribution:

(Please check one and complete space to right)

- Sponsorship
- General Donation
- Gift In-Kind Donation - In-kind donations are recognized at 50% of fair market value.

Please send check made payable to Ian's Ride.

We thank you for this tax-deductible contribution and for your support. We are a 501(c)(3) nonprofit organization. Our federal tax ID number is: 82-4394396.

Signature of Donor or Company Representative

Please send a print-ready copy of your logo to: ian@iansride.com for all promotional products.

Partnership Opportunities - Category Index

Your company name will be attached to the funding opportunity of your choice.

Partnership Level

- Platinum \$2,500+
- Gold \$1,000+
- Silver \$500+
- Bronze \$250+
- In-Kind Donation
- General Donation
- Non-Profit Organization
- Link Exchange

Please send signed form and donation to:

Ian's Ride
641 Lewis Rd
Port Angeles, WA 98362
www.iansride.com
ian@iansride.com

Questions? Please contact:

Ian Mackay
Executive Director and Founder
Ian's Ride
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