



RUFF RIDE

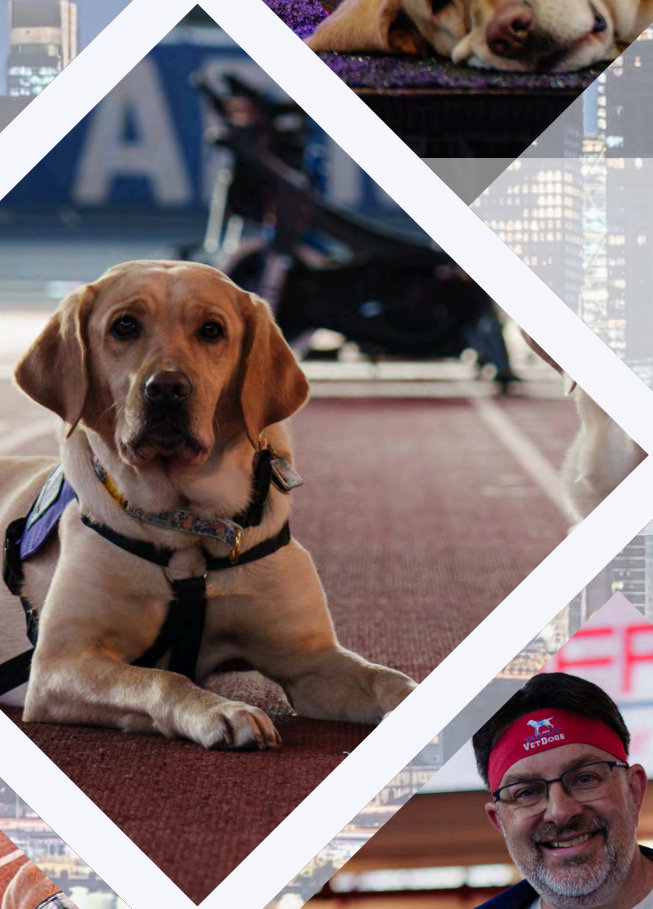
★ 24-Hour Spin Relay ★

SPONSORSHIP OPPORTUNITIES

RUFF RIDE NEW YORK CITY

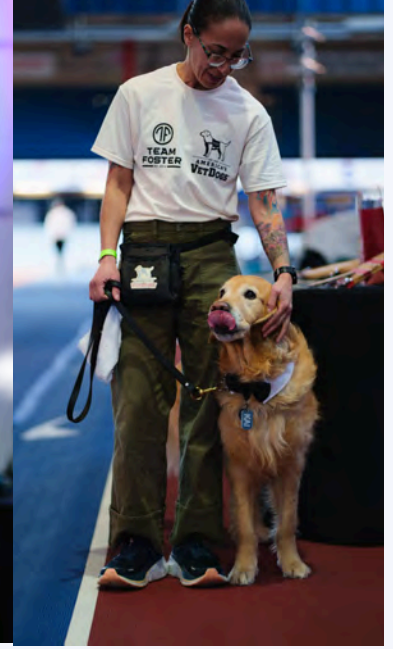
APRIL 17-18, 2027

NIKE TRACK & FIELD CENTER



#SHOWUP4VETS

\$4,000,000+
RAISED TO SERVE VETERANS AND
SERVICE DOG TEAMS.



■ THE MISSION

20+ Veterans a day die by suicide. Many of America's Veterans are fighting a battle invisible to the naked eye, often as the result of PTSD, traumatic brain injuries and related mental health issues. This is a glaring failure to our Nation's Veterans. However, there is a life-saving resource with proven success: Service Dogs.

Team Foster is a 501(c)(3) nonprofit. The mission: **No Hero Left Behind.** Through events like Ruff Ride, Team Foster raises money to provide accredited, life-saving service dogs to injured and disabled Veterans.

Although Service Dogs are a vital resource, few resources have been dedicated to connect Veterans with Service Dogs or ensure these animals receive high quality training. Properly training a Service Dog takes 2 years to train and can cost \$30,000+. Team Foster bridges that gap to ensure that Veterans get access to high quality, life-saving Service Dogs.

Team Foster works exclusively with accredited training partners.



■ THE EVENT

Ruff Ride is unlike anything else. Part festival, part competition, Ruff Ride brings together companies, service organizations, and groups of friends to form spinning teams. Each team is tasked with keeping their assigned spin bike going for the entire 24 hours.

Your team can have 5 or 50 people and teammates can ride for 10 minutes or 10 hours. Athletes and non-athletes, Veterans and civilians, spin enthusiasts or rookies — any and all are capable and welcome to join a team for Ruff Ride. This mission is emblematic of the ultimate sacrifice Captain Erick Foster and other Veterans have made. No matter the time or how tired we get, we will always support our Veterans.

Ruff Ride has been known to turn into quite a party! With 25+ teams every year, food, games, kids activities, dogs and more — this event is a proven and unique opportunity to foster support for our Nation's Vets.





WHY SPONSOR



2,000+

Team Foster event
participants per year

250,000+

page views generated
in 2025

25,000+

unique donors showing broad community
support raised to serve Veterans



UNIQUE SPONSORSHIP OPPORTUNITIES

Far beyond a traditional sponsorship, Team Foster events deliver unmatched, high-impact opportunities for brands ready to stand out.

This isn't just a logo on a shirt—our sponsors connect with a passionate, diverse audience through authentic, memorable, and highly engaging experiences. And yes... there are puppies, which means your content practically creates itself.

Team Foster offers a variety of dynamic sponsorship packages designed to elevate your brand. Whether you're a fast-growing startup or an industry leader, we'll tailor a partnership that amplifies your visibility, drives meaningful engagement, and puts your mission front and center.





SPONSORSHIP OPPORTUNITIES

	TEAM	BRONZE	SILVER	GOLD	TITLE
	\$5,000	\$10,000	\$15,000	\$25,000	\$50,000
Naming Rights for a Service Dog in Training					✓
Most prominent name and logo in all Ruff Ride visuals and marketing					✓
Press release, name & logo recognition in all materials				✓	✓
Event speaker invitation				✓	✓
Logo recognition on step & repeat, media photos, participant event t-shirts				✓	✓
Sponsor video/commercial played (hourly, <60 seconds, provided by sponsor)				✓	✓
Logo on all donor thank-you emails			✓	✓	✓
Sponsor logo featured on event screens			✓	✓	✓
Sponsor logo on website, participation communications, and social media		✓	✓	✓	✓
Registrant swag-bag insert	✓	✓	✓	✓	✓
Reduced rider registration (\$10pp)	✓	✓	✓	✓	✓
Satisfies team fundraising minimum (Participants still encouraged to fundraise)	✓	✓	✓	✓	✓
Logo on team bike sign	✓	✓	✓	✓	✓

A LA CARTE SPONSORSHIPS

****These are separate from any other leveled sponsorships****

All A la carte sponsors receive:

- Name and logo recognition on social media during the event.

\$5,000

Doggy Kissing Booth

Logo displayed at booth and on each photobooth photo.

VIP Area

Company logo displayed on signage.

Picnic Area & Family Area

Company logo displayed on signage.

\$2,500

Thirst Trap

Company logo displayed at the hydration and recovery station.

Bad MoFo Challenge

Company logo on ride specific t-shirt, programming and rider comms and stage mention.

Midnight Glow Ride

Company logo on programming and rider communication and stage mention.

WWW.RUFFRIDE.ORG

RUFFRIDE@TEAMFOSTER.ORG

[@WEARETEAMFOSTER](https://www.instagram.com/WEARETEAMFOSTER)

