



RUFF RIDE

★ 24-Hour Spin Relay ★

**SPONSORSHIP
OPPORTUNITIES**

RUFF RIDE NEW YORK CITY

MARCH 28-29, 2026

THE NIKE TRACK & FIELD
CENTER AT THE ARMORY



RUFF RIDE

★ 24-Hour Spin Relay ★



\$2,000,000

Raised to support Veterans in need and support Service Dogs

1,665

Veterans aided through partner animal assisted therapy program

500+

Veterans paired with service dogs through our training partners

THE CAUSE

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

1,500+

Team Foster event
participants per year

100,000+

page views generated
in 2023 alone

16,000+

unique donors showing broad community
support raised to serve Veterans



[Click here to get started!](#)

UNIQUE SPONSORSHIP OPPORTUNITIES

Far beyond a traditional sponsorship, Team Foster's unique events offer unlimited potential for sponsorship opportunities. It's not just a logo on a shirt, Team Foster sponsors reach a diverse audience of supporters and participants in memorable and engaging ways. By the way, did we mention puppies? The content does the work for itself!

Team Foster offers a range of sponsorship packages to choose from, ensuring your brand receives the recognition it deserves. Whether you're a startup or an established industry leader, we can tailor a package that suits your needs.





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.

Mini Snack Cooler

Your company's logo next to the Team Foster logo.

Picnic Area & Family Area

Company logo displayed at concession stand.

\$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.

CLICK HERE TO GET STARTED

WWW.RUFFRIDE.ORG

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@WEARETEAMFOSTER

