

WHAT IS DREAM4TK?

5 RIDERS. 1,500 MILES. \$1,000,000 FOR THE KIDS.



ABOUT THE DREAM

Dream4TK aims to raise \$1,000,000 for Embrace Kids Foundation, which supports the non-medical needs of kids with cancer or a blood disorder. To correspond with this mission, a group of riders will bike from the Embrace Kids Headquarters in New Jersey to Disney World in Orlando, Florida. Dream4TK certainly challenges the idea of the "impossible," by setting out to start not just a fundraiser – but a movement.

**NEVER DOUBT THAT A SMALL GROUP
OF THOUGHTFUL, COMMITTED PEOPLE
CAN CHANGE THE WORLD.
INDEED, IT IS THE ONLY THING THAT EVER HAS.**

— **MARGARET MEAD** —

American cultural anthropologist

THE JOURNEY

We'll be stopping in various cities along the way, and we want to participate in service and other events, in order to get the communities involved and raise awareness about Embrace Kids. Our big kick-off block party for the ride will be happening on Sunday, July 28th, so if you're in the area be sure to come out!

EMBRACE KIDS

Many families of children with cancer or blood disorders are burdened with the pressure of hospital bills – even amidst the inevitable physical, emotional and psychological pains behind their difficult situations. Embrace Kids offers aid for the non-medical needs of these families, by providing services such as emergency financial support, trauma counselors, tutors and child-life specialists. For more about Embrace Kids Foundation, visit their site at embracekids.org.

CONNECT WITH US

@**DREAM4TK** ON



DREAM4TK.ORG



DREAM4TK






ABOUT THE DREAM

IT STARTED WITH A DREAM. A small group of college students – one inspired by his own family's struggle against his sister's cancer – formed with the idea of making dreams come true. Dream4TK aims to raise \$1,000,000 for Embrace Kids Foundation, which supports the non-medical needs of kids with cancer or a blood disorder. To correspond with this mission, a group of riders will bike from the Embrace Kids Headquarters in New Jersey to Disney World in Orlando, Florida. Dream4TK certainly challenges the idea of the "impossible," by setting out to start not just a fundraiser – but a movement.

\$1,000,000 for families of children with cancer and a 1,500-mile bike ride from New Jersey to Florida sounds crazy – we know.

But all dreams start out sounding crazy – and every great success starts with a dream.

Our mission spreads not just the importance of realizing one's own dreams, but the values of helping others realize theirs. Dream4TK, a completely student-run grassroots group, hopes to take steps toward the Dream through sponsorships, donations and time.



OUR TEAM, which now surpasses 30 student members, is reaching out to corporate sponsors and businesses for support for our project. We know that \$1,000,000 is a lot of money, but it's what Embrace Kids Foundation in New Brunswick, New Jersey needs for their annual operating budget. With the cooperation of companies and organizations throughout the nation, we can make our dream to support Embrace Kids Foundation a reality.



DONATE

Are you an individual interested in making a donation? Even the smallest contributions count. Visit our donor page on the Embrace Kids website. You can donate as an individual, and even leave message! At the end of the day, be sure to let us know via email, Facebook or Twitter why YOU support #Dream4TK.



LEVEL 1

\$300

- NAME LISTED ON WEBSITE
- SOCIAL MEDIA SHOUT OUT

LEVEL 2

\$1000

- NAME LISTED ON WEBSITE
- SOCIAL MEDIA SHOUT OUT
- SMALL LOGO ON KICKOFF EVENT BANNER
- SMALL LOGO ON KICKOFF EVENT FLYER

LEVEL 3

\$2000

- NAME LISTED ON WEBSITE
- SOCIAL MEDIA SHOUT OUT
- SMALL LOGO ON KICKOFF EVENT BANNER
- SMALL LOGO ON KICKOFF EVENT FLYER
- NAME ON KICKOFF EVENT T-SHIRT

LEVEL 4

\$5000

- NAME AND LOGO DISPLAYED ON WEBSITE
- SOCIAL MEDIA SHOUT OUT
- MEDIUM LOGO ON KICKOFF EVENT BANNER
- MEDIUM LOGO ON KICKOFF EVENT FLYER
- NAME ON KICKOFF EVENT T-SHIRT

NAME AND/OR LOGO LISTED ON WEBSITE

YOUR COMPANY'S BRAND WILL BE FEATURED ON DREAM4TK.ORG, WITH THE CHANCE OF BEING SEEN BY THE THOUSANDS OF DREAM4TK SUPPORTERS.

SOCIAL MEDIA SHOUT OUT

SPONSOR WILL BE THANKED VIA DREAM4TK'S SOCIAL MEDIA ACCOUNTS. THE "THANK YOU" WILL INCLUDE A LINK TO A WEBSITE, FACEBOOK FAN PAGE, TWITTER ACCOUNT — OR ANY ONLINE ACCOUNT THE SPONSOR REQUESTS. "THANK YOUS" ON FACEBOOK AND TWITTER WILL BE SCHEDULED SOON AFTER THE OFFICIAL PURCHASE OR PLEDGE. "THANK YOUS" ON TUMBLR WILL BE SCHEDULED EVERY FRIDAY FOR ALL NEW SPONSORS FROM THAT WEEK.

LOGO ON KICKOFF EVENT BANNER

HUNDREDS OF MEMBERS OF THE LOCAL COMMUNITY ARE EXPECTED TO ATTEND OUR KICKOFF EVENT THIS JULY. YOUR COMPANY WILL BE FEATURED ON THE DREAM4TK MAIN STAGE BANNER AT FOR THE DURATION OF THE

LOGO ON KICKOFF EVENT FLYER

OUR KICKOFF EVENT FLYER WILL GO OUT TO OVER 30,000 RUTGERS STUDENTS AND WILL BE PROMOTED TO THE LOCAL CITIES OF NEW BRUNSWICK AND PISCATAWAY. THIS WILL HELP YOUR LOCAL BUSINESS INCREASE EXPOSURE

LOGO ON KICKOFF EVENT T-SHIRT

HAVE YOUR COMPANY LOGO ON OUR OFFICIAL DREAM4TK T-SHIRTS AND BE SEEN BY ANY DREAM TEAM MEMBER, VOLUNTEER AND COMMUNITY MEMBER!

