

GRITCYCLE

KARMA RIDE PROGRAM

Thank you for your interest in the Karma Ride Program at GritCycle! Giving back to the community has been a pillar of this company since our inception in 2013 and we're so thrilled for the opportunity to give back to YOUR organization.

The cost of hosting a Karma Ride is \$800, which includes the rental of the studio for 2 hours, staffing, one instructor, insurance, and all other regular GritCycle amenities. If you would like an additional instructor, please inquire as additional fees may apply.

In order to be considered as a beneficiary for the Karma Ride Program, your organization needs to agree to the following conditions:

- Scheduling at least one (1) Karma Ride at one or more GritCycle locations.
- Setting up a table with staff and marketing collateral days before the ride to educate our clientele on your organization. Use this time to raise more money! We can help solicit more donations and promote sales the day-of.
- Promotion of the event to your communities! It is the organization's primary role to fill the class and GritCycle will assist in promoting the event to our clientele with presence on our website and one (1) inclusion in our weekly newsletter before the event.

To apply, please provide the following information, then review the details on payment, organization, and best practices.

NAME _____

ORGANIZATION _____

501c3 _____

EMAIL _____ PHONE NUMBER _____

PREFERRED STUDIO _____

PREFERRED DATES/TIMES _____

PAYMENT AND ORGANIZATION

To pay for the Karma Rides, we require nothing up front and instead, have the \$800 booking fee deducted from the monies collected from bike sales. That being said, bikes can ONLY be booked online through the GritCycle website.

If one week prior to the ride there is less than \$800 in reserves from the bike sales, it will be the responsibility of the organization requesting the private ride to pay the difference between the bike sales total and \$800. If the organization fails to pay the remaining amount, the ride will be postponed to a date agreed upon by both parties until sufficient funds are raised to cover the cost of the studio. If between that time and the ride excess funds are raised, GritCycle will reimburse the remainder of the funds directly to the organization.

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BEST PRACTICES

We're so proud to say that all organizations who have participated in the Karma Ride Program have all had success. The level of success, however, increases the more the organization gets involved.

For example:

- The CDM Football Program started their bikes at \$75-\$100 each and were able to raise \$7,000.
- Team Nuclear raised almost \$3,000 through bike sales and the creation of special t-shirts for Movember.
- Laura's House did a great job of blasting news of the event to their followers and were able to pack the house. They earned well over \$2,000.

We would encourage you to start the price of the bikes at \$40 to ensure your organization can cover the cost to execute the event as well as make a healthy profit. You know your community best, so structure your price points around what you think would be most appropriate for your audience. If you'd prefer to offer tiered pricing, we can consult on what prices could work best.

I PLAN ON CHARGING RIDERS \$_____ PER BIKE

ADDITIONAL PRICES (if applicable): \$_____ \$_____ \$_____

ADDED BONUSES

GritCycle is happy to help promote your event through the creation and posting of custom graphics for social media and digital promotion upon request. (included in \$800 fee)

Should you agree to terms listed above, please sign below and submit to Katie Frome at katie@gritcycle.com. We're looking forward to an incredible partnership!

CLIENT SIGNATURE

CLIENT NAME (PLEASE PRINT) _____

DATE _____