



**AGENTS  
OF  
CHANGE**

**Sponsorship Package**

**Riding To Break The Cycle**

**Thank you for your interest in Agents of Change (AOC) and our first major project, Riding to Break the Cycle. This entire initiative has grown incredibly quickly and is garnering increased attention with each passing day; we're excited to be able to share it with you!**

**Inside this package you will find information on AOC and our "Riding to Break the Cycle" project - a 25 person, 3000km cycling trip from Vancouver, BC to Tijuana, Mexico aiming to raise \$1,000,000 to help struggling developing world entrepreneurs lift themselves and their families out of poverty.**

**In addition, you will find information on how we can showcase your company's support. Our dedicated group of university students and recent graduates is committed to self-funding this entire expedition, but it is an enormous stretch for most. We're actively looking for sponsorship to ease that pressure and ensure the success of this worthy adventure.**

**Thanks again for taking a look, and if we can answer any questions or customize a package for your company, please contact us directly. We expect to have an enormous impact in both our local communities and in the developing world, but can only do it with the generous support of people such as you. We promise that this is something your company will be immensely proud to be a part of.**

**Sincerely,**

**Sean Peters  
Director of Sponsorship and Community Partnerships  
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## A Great Cause, And a Great Opportunity

This organization and this project seek to accomplish a great deal, with very little more than the sheer determination of the young people involved. This is an incredible cause, and is not only a great opportunity to take part in something that will make a tangible difference in the world, but to demonstrate your company's commitment to being socially involved in a highly visible way.

### Agents Of Change?



Agents of Change is a newly-founded BC-based non-profit dedicated to fostering local social change and community involvement, while seeking sustainable solutions to global poverty. Founded by a group of young people looking to make a difference in the lives of those who need it most, we are building an organization that will inspire and encourage others to do the same. Beginning with only 2 people 4 months ago, we have grown to have members and events across North America and beyond.

### The Project - Riding to Break the Cycle

Riding to Break the Cycle strikes a cord with virtually everyone we meet – first for the sheer audacity of it, and second for the powerful nature of the cause we're looking to support. Our group of 25 young people from British Columbia and beyond, few experienced in anything like this, will be cycling from Vancouver, BC to Tijuana, Mexico in order to raise awareness and over **\$1,000,000** for **MicroCREDIT** initiatives to combat global poverty.



This amazing group is committed to self-funding this journey to make it happen, but that is a major stretch for most if not all financially. In addition to six weeks off of work, each rider's cost is estimated to be between **\$3000-\$4000**.

We are on our way with fundraising, events, training, media and planning; we are however still in need of a great deal of support, be that bikes, gear, clothing, financial backing or other forms.

Please see the following information for the myriad ways we will be able to showcase the support of our sponsors!

# Sponsorship Exposure Opportunities

**Agents of Change is committed to using creative, visible means to raise awareness and funds – this also means opportunities to highlight your support.**

## Events

**Please see the events listing on page 5 for a recap of the many events we are holding across the continent.**

## Promotion

**Our group will have several direct promotion opportunities available including:**

- Website recognition and links**
- Team Shirt logos**
- Logo and/or company names in promotional materials**
- RV advertising**
- Event displays**

## Media

**Less than one month after launching, AOC media coverage has already included:**



**News 1130 AM, Rotating clips on Vancouver, Saturday Jan 27th**



**CBC Radio Canada, interview (French), Thursday Feb 1st**



**CKNW 980 AM, news story, Saturday Feb 3**

**CKNW 980 AM, 20 minute, province wide primetime interview on Nightline BC with Michael Smyth, Monday Feb 5th at 8PM**



**The Surrey Now, Front Page, Wednesday Feb. 7**

**[www.bcbuzz.ca](http://www.bcbuzz.ca), Spotlight – entire week of Feb. 5**



**[www.bcbuzz.ca](http://www.bcbuzz.ca), Roundtable – entire week of Feb. 12**

## Documentary

**Our film crew will be riding along in one of our support vehicles, and capturing every moment, from first peddle to final stretch. This film will be released to festival following the ride.**

**These are just some of the avenues for marketable exposure we can provide. This project is a great cause, and also a fantastic sponsorship and marketing opportunity.**

# Events

<b>Feb 1</b>	<b>2007</b>	<b>Vancouver – Buffalo Club Fundraiser</b>
<b>Feb 3</b>	<b>2007</b>	<b>Vancouver – Gala Launch and Silent Auction</b>
<b>Feb 10</b>	<b>2007</b>	<b>Montreal – McGill Valentine Event</b>
<b>Feb 21</b>	<b>2007</b>	<b>Halifax – Laughing to Break the Cycle</b>
<b>Feb 22</b>	<b>2007</b>	<b>Halifax – Groovin' to Break the Cycle Halifax</b>
<b>March 3</b>	<b>2007</b>	<b>Vancouver – Groovin' to Break the Cycle Vancouver</b>
<b>March 8</b>	<b>2007</b>	<b>Halifax – Yuk Yuks Comedy Fundraiser</b>
<b>March 16</b>	<b>2007</b>	<b>Halifax – Pacifico Club Fundraiser</b>
<b>March 29</b>	<b>2007</b>	<b>Vancouver – Rockin' Out for Change, Anza Club</b>
<b>March 30</b>	<b>2007</b>	<b>White Rock – Volume 11 Industry Night Fundraiser</b>
<b>April 13</b>	<b>2007</b>	<b>Vancouver – Cafe du Soleil Concert</b>
<b>April 15</b>	<b>2007</b>	<b>Vancouver – AOC team in the Vancouver Sun Run</b>
<b>May 3</b>	<b>2007</b>	<b>Vancouver - Mass ride and rally</b>
<b>May 6</b>	<b>2007</b>	<b>Seattle – Mass ride and rally</b>
<b>May 15</b>	<b>2007</b>	<b>Arcata – Mass ride and rally</b>
<b>May 27</b>	<b>2007</b>	<b>San Francisco – Mass ride and rally</b>
<b>June 6</b>	<b>2007</b>	<b>LA – Mass Ride and Rally</b>
<b>June 8</b>	<b>2007</b>	<b>Tijuana, Mexico – Arrival Party!!!</b>

**Stay tuned to the website, [www.agentsofchange.ca](http://www.agentsofchange.ca) as more events are added regularly!**

# Support Packages

## Customize

We are always available to create a custom marketing package to meet your organization's specific needs. If you feel you could support us further than the amounts listed, we're happy to discuss further promotion opportunities!



### Corporate support chart

	<b>Gold</b> \$25,000+	<b>Silver</b> \$10,000+	<b>Bronze</b> \$2,500+
<b>Tickets for our local events</b>	6	6	4
<b>Letter of recognition and appreciation</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Small Website Logo</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Large website logo and link</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Logo on biker's ride shirts</b>	(Large Logo)	(Medium Logo)	(Small Logo)
<b>Film credit/logo</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Company promotional material at events</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Name on all promotional/event material</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Name and logo on all promotional/event material</b>	(Large Logo)	(Medium Logo)	(Small Logo)
<b>Recognition in some media appearances/interviews</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>MC recognition at all events</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>RV promotional decals</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



### Small business and individual support chart

	<b>Red</b> \$1,000+	<b>Green</b> \$500+	<b>Blue</b> \$100+
<b>Tickets for all local events</b>	2	<input type="checkbox"/>	<input type="checkbox"/>
<b>Letter of recognition and appreciation</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Name and small logo on event materials</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Name and logo link on website</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\*Prices listed are in CAD or gear equivalency, and are always flexible

# Microcredit - Loans That Change Lives

**Nobody likes to depend on handouts. Microcredit helps build self reliance by providing small, trust based loans to developing world entrepreneurs with a plan to pull themselves and their families out of poverty. This revolutionary contribution to poverty alleviation was recently recognized with the 2006 Nobel Peace Prize to Muhammad Yunus, founder of the Grameen Bank of Bangladesh.**



**"Poverty is not created by the poor. It is created by the structures of society and the policies pursued by society. Change the structure as we are doing in Bangladesh, and you will see that the poor change their own lives... given the support of financial capital, however small, the poor are fully capable of improving their own lives."**

**Muhammad Yunus, Banker to the Poor**

**Whether a tiny fish farm in Uganda, a street vendor in Bangladesh, a seamstress in Mexico, or a furniture maker in Bulgaria, much of the economic activity in the world's poorest areas is entrepreneurship at its best. Microcredit aims to help these people pull THEMSELVES out of poverty.**

## How does it work?

**In partnering with an innovative organization by the name of Kiva ([www.kiva.org](http://www.kiva.org)) we will be able to directly select the businesses we will be supporting, and witness the results as these hardworking entrepreneurs succeed and repay their loans.**

- 1. All businesses are screened through well recognized microfinance partners on the ground in areas of need.**
- 2. 100% of all loaned funds are delivered to the borrower, and we as Kiva lenders receive no interest.**
- 3. Kiva's repayment rate thus far is over 97%.**

**With your support we plan to build a \$1,000,000 loan fund to be rolled over in perpetuity, helping hundreds of families fight their way to a better quality of life for themselves and their communities.**

**"Today I'm a very respected women in the community. I have come out of the crowd of women who are looked down upon. Due to the loan that I received... you have made me to be a champion out of a nobody."**

**- Rose Athieno, Produce Reseller in Uganda and Kiva Loan Recipient**



# AGENTS OF CHANGE

**Thanks for taking the time to look over our sponsorship package!**

**We will continue to reach toward our goal of building a \$1,000,000 microcredit loan fund helping thousands of families fight their way to a better quality of life for themselves and their communities over time.**

**With the continued help of supporters such as you we can play our part in making this world a far better place than our generation found it. Thank you again for being an Agent of Change!**



**Shawn Smith**  
AOC President



**Christina Wu**  
Director of Media  
and Communications



**Bronwyn Cass**  
Director of Logistics  
and Planning



**Val Holweck**  
Director



**Gaby Blackburn**  
Director of Events  
and Fundraising



**Sean Peters**  
Director of Sponsorship  
and Community Partnerships

## Board of Directors