



2025  
Jeff Keith's  
Ride for Ryan  
sponsorship  
package

HIGHER PURPOSE-THE EVENT FOUNDATION  
MAY 3, 2025



Dear Valued Community Member,

I am writing to you on behalf of Higher Purpose-The Event Foundation to request your generous support as a sponsor for our upcoming fundraising event, Jeff Keith's Ride for Ryan, which will be held on May 3, 2025 starting at Folsom Harley Davidson and ending at Jack Russell Farm and Brewery. This event will benefit three different purposes that serve our mission. First, we will honor the legacy of Ryan Fleenor, the founder of this non-profit, and provide a memorial bench in his honor. Next, we will raise funds for veterans and at risk, underprivileged children by providing services that are not readily available to those in need. Our organization works year round to provide basic and essential needs such as food, clothing, housing needs, and homeless outreach.

Higher Purpose-The Event Foundation was created in 2011 with a clear mission to provide trauma informed services to at risk, underprivileged individuals so that we renew hope for a better tomorrow. We are dedicated to this mission and facilitate many different events throughout the year to ensure we can help as many individuals as possible. Through our efforts, we have been able to provide thousands of children with Christmas, a service dog to a veteran with PTSD, meals, housing necessities, and different services for veterans, foster youth and the homeless.

To make Jeff Keith's Ride for Ryan a success and further our mission, we are seeking sponsorship from businesses and individuals who share our commitment in making a difference and being the change that the world needs. By becoming a sponsor, you will not only be supporting a worthy cause, you will also gain valuable exposure and recognition within our community.

We offer several sponsorship levels to accommodate various budgets and marketing objectives. Enclosed is a detailed sponsorship package outlining the benefits and opportunities available to you as a sponsor. We are also open to discussing customized sponsorship packages tailored to meet your specific needs and goals. Your sponsorship will directly contribute to veterans and children, and it will make a meaningful difference in the community as we will remember and celebrate Ryan Fleenor by building a memorial bench to honor his legacy.

We sincerely hope that you will consider partnering with us as a sponsor for Jeff Keith's Ride for Ryan. Your support will not only help us achieve our fundraising goals, it will also touch the hearts of so many as we cannot do this alone. Together, we can make a positive impact and create lasting change in our community.

Thank you for your time and consideration. Should you have any questions or require further information, please do not hesitate to contact me at 925.435.6704 or [higherpurposeevents@gmail.com](mailto:higherpurposeevents@gmail.com). We look forward to the opportunity to collaborate with you to make this a memorable and successful event.

Sincerely,

A handwritten signature in black ink that reads 'Whitney Webb'.

**Whitney Webb**

Chief Executive Officer

# our mandate and giving

## OUR DONATION GUIDELINES

ALL DONATIONS ARE TAX-DEDUCTIBLE. FOR YOUR RECORDS, OUR TAX IDENTIFICATION NUMBER IS 45-5635520. PLEASE MAKE CHECKS PAYABLE TO "HIGHER PURPOSE - THE EVENT FOUNDATION" AND MAIL THEM TO: PO BOX 3165 CITRUS HEIGHTS, CA 95610.

If you prefer to donate online, please visit our website at [higherpurposefoundation.org](http://higherpurposefoundation.org) and click the yellow "Donate" button. You will be prompted to enter your donation amount and will then be directed to PayPal to complete your contribution.



### CHARITIES

HIGHER PURPOSE-THE EVENT FOUNDATION IS PROUD TO PROVIDE SUPPORT TO LOCAL AND GLOBAL CHARITIES. A FEW OF OUR BENEFICIARIES INCLUDE ALL STAGE CANINE DEVELOPMENT, BRIDGES, WILD OPS, PARADISE OAKS YOUTH SERVICES, BOYS & GIRLS CLUB OF PLACER COUNTY, VETERAN GOLF PROGRAM, AND MANY MORE!



### COMMUNITY VOLUNTEERING

OUR GOAL IS TO EMPOWER OUR COMMUNITIES TO POSITIVELY IMPACT THE LIVES OF CHILDREN AND VETERANS. WE ARE PROUD TO BE OF SERVICE TO THE HEROES THAT SERVED OUR COUNTRY AND TO THE NEXT GENERATION OF LEADERS. WE BELIEVE IT STARTS WITH US.



### OUR MISSION

OUR MISSION IS TO MAKE AN IMPACT IN THE COMMUNITY AND IN THE WORLD. HIGHER PURPOSE-THE EVENT FOUNDATION PROVIDES TRAUMA INFORMED SERVICES TO AT RISK, UNDERPRIVILEGED INDIVIDUALS SO THAT WE RENEW HOPE FOR A BETTER TOMORROW. THROUGH OUR WORK, WE INSPIRE OTHERS TO JOIN US IN OUR MISSION TO CREATE CHANGE AND A BETTER FUTURE FOR ALL.

# Jeff Keith's Ride for Ryan sponsorship levels



When you are ready to sponsor please reach out to **Whitney Webb** at **925.435.6704** or you can email **higherpurposeevents@gmail.com**

## MAKE A WISH

**\$5,000**

- Prominent logo placement on event advertisements (website, banners, flyers)
- Exclusive mention in press releases and media coverage
- VIP table at the event with premium seating and 8 VIP Admission tickets
- Recognition throughout the event
- Dedicated sponsor showcase including a 10x40 vendor booth with prime location for pre-party and JKR4R
- Swag for 8 including key chains and t-shirts

## HIGHER PURPOSE

**\$2,500**

- Logo placement on event materials (website and banner)
- Recognition in press releases and media coverage and throughout the event
- VIP table at the event with priority seating and 6 VIP Admission tickets
- Verbal acknowledgment during the event
- Sponsorship showcase including a 10x20 vendor booth at pre-party and JKR4R
- Swag for 6 including key chains and t-shirts

## BE THE CHANGE

**\$1,000**

- Logo placement on event materials (website and banner)
- Recognition in event program, social media and in thank you speech at the event
- 10x10 vendor booth at the event
- Reserved seating at the event and 4 VIP Admission tickets
- Swag for 4 including key chains and t-shirts

## GIVING BACK

**\$500**

- Logo placement on event materials (website)
- Listing in event program
- VIP Admission tickets for two
- Social media shout-out pre and post-event
- 10x10 vendor booth at JKR4R event.
- Swag for 2 including 2 key chains

***VIP admission ticket is valued at \$135 and includes: ride in the front of the ride, elite parking, one special meal, a keychain and a 30 minute private show prior to the general admission concert starting.***

A photograph of four people (three men and one woman) standing together at an event. They are wearing lanyards and some are wearing Harley-Davidson branded clothing. The background features logos for Folsom California, Roxie Deli & Grocery, and a bridge logo. In the foreground, there is a table with a sign and various items.

# contact US

**Whitney Webb**  
**Chief Executive Officer**

C: 925.435.6704

E: [higherpurposeevents@gmail.com](mailto:higherpurposeevents@gmail.com)

[www.higherpurposefoundation.org](http://www.higherpurposefoundation.org)

