



For Those
Who **Won't Let**
Anything Get
In Their Way.

Children living with special needs want the ability to ride a bike through their neighborhood, play with friends, and feel the freedom that comes with being a kid.

The background of the entire page is a photograph of two children riding a bicycle. The child in the foreground is wearing a white helmet and a purple backpack, looking forward. The child in the background is also wearing a helmet and is smiling. The entire image is covered with a semi-transparent blue overlay.

Help A Child Find
Their Freedom

About Freedom Concepts

Freedom — it means something different to everyone all over the world. At Freedom Concepts, it means “Creating a cycle of mobility.” Founded in 1991 by Ken Vanstraelen, Freedom Concepts has been imagining, designing, and building a full line of special needs bicycles and mobility devices for over twenty years.

Many of our customers had never before experienced the thrill, exhilaration, and simple joy of riding a bike. A long list of satisfied customers across North America and abroad will testify to something we strongly believe — that for anyone who’s willing to try, freedom is within their reach.



Why Sponsor A Child's Dream Bike



SHOW THE LOCAL COMMUNITY YOU CARE

Having your organization's name and logo on a bike is a great way to advertise and increase name recognition within your local community.

RALLY YOUR TEAM AROUND A GOOD CAUSE

Corporate charitable opportunities provide employees with the ability to work and grow together as a team to create positive change in their communities.

RECEIVE A 501C DONATION RECEIPT

Freedom Concepts works with charities and foundations in your area, ensuring your generous contribution is covered with a full tax receipt.

PAST CORPORATE SPONSORS



A woman with long brown hair, wearing a black sleeveless top and a black skirt with a white floral pattern, is standing and holding the handlebars of a red adaptive bicycle. A young boy with short brown hair, wearing a blue long-sleeved shirt and grey pants, is sitting on the bicycle, smiling and looking upwards. The bicycle has a red frame, black wheels, and a black seat. The background shows a park with trees and a fence. The entire image has a blue tint.

Dream Bike Corporate Sponsorship Stories



Adidas Story

When Kacie was just 5 years old she was involved in a car accident that left her fighting for her life. She was comatose from a head injury followed by a stroke from the accident and from that moment on would be visiting physical therapy centres for the rest of her life. Freedom Concepts and Adidas worked together to build a custom adaptive bike for the 17-year old girl in Michigan. When asked "what her dream bike would be?" she responded with "Adidas" because it's her favorite brand.

After completely customizing the bike to Kacie's specific needs, the bike was shipped to Adidas headquarters where the Adidas design team customized the look of the bike with Adidas decals, nameplates and embroidery – all while keeping this a surprise for Kacie. Now Kacie is able to experience a new form of Freedom, on her customized Adidas bike.



 **DREAM BIKE**



Jonathan Toews Foundation Story

Nick Burton's dream bike involved his favorite hockey team, The Chicago Blackhawks.

Shortly after reaching out to the Toews family, the Jonathan Toews Foundation offered to pay for the bike, and Freedom was working with the Chicago Blackhawks to create some custom Blackhawks decals for Nick.

The Jonathan Toews Foundation and The Chicago Blackhawks helped make Nick Burton's dream come to life, providing him with not only a therapy tool, but a form of Freedom that comes with the adaptive bike he received.

Complete with custom seat embroidery and a hockey stick parking brake, this ASR2011 is one of the coolest adaptive bike Freedom has made to date.





Dream Bike Sponsorship Program

Often the primary way our customers can afford custom equipment is through the generosity of funding organizations and donors such as yourself.

One of the ways we go above and beyond for our customers is by helping them secure funding. It's an unfortunate reality, but complex rehabilitation equipment is expensive, and we understand that. We also understand some of the challenges that families face in having a child with special needs.



\$4800* **Silver Package**

Sponsor A Dream Bike!

As a sponsor at this level, you are helping a child become mobile, and to give them the freedom to roam as all children deserve.

Your Dream Bike Package Will Include:

- ✓ Donation receipt on your behalf
- ✓ Your business nameplate added to the bike (if desired)
- ✓ A photo of the child with their new wheels (if desired)
- ✓ A customized bike with your company's branding
- ✓ Receive bike to present to family or have bike shipped directly to family and picture sent of child on new wheels



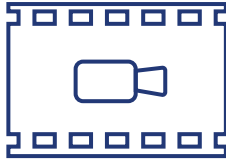
\$8500* **Gold Package**

Everything Included in Silver Package +

Sponsor a bike for a child in need and have a reveal party to create a memorable event for everyone involved. This is a great opportunity for your company to come together and see the impact you have made with your contribution.

Your Bike Event Reveal Includes:

- ✓ We work with you to book the date, time and location for the presentation
- ✓ Coordinate the arrival of the family at the desired location
- ✓ Photography post event
- ✓ Build up team morale



\$14,500* **Platinum Package**

Everything Included in Gold Package +

Sponsor a bike for a child in need in addition to throwing an organized event for the delivery of the bike, with extensive marketing and a digital media campaign. A custom video will also be created showcasing the event and your company's initiative.

Your Media Campaign Includes:

- ✔ Write-up about the initiative and the story behind the child
- ✔ Digital Media Campaign that promotes awareness
- ✔ Custom Event Video

Digital Media Campaign

This is a great opportunity for your company to create brand awareness through a customized digital campaign. Our digital media partner, Exchange Agency, will use the bike presentation video and launch an awareness campaign for your brand on Facebook.

Based on your business location and ideal buyer, we will target a specific audience and geographic region. Not only will you be making a difference in a child's life, but improve your company's reputation in your local community.

Estimated Campaign Metrics



Timeline
1 Month



Ad Spend
\$1000



Estimated Impressions
200 000

Package Add-Ons

\$4,800

ADAPTIVE BIKE

Additional bikes can be added if you would like to sponsor more than one child.

\$3,500

DIGITAL MEDIA CAMPAIGN

As mentioned above, everything included along with ad copy, description and campaign management for one month.

\$4,500

BIKE PRESENTATION VIDEO

You have the option to add a visual component to any package. This is a great way to capture your company's involvement in helping a child find their Freedom, which can be used for future purposes as well.

**All prices are approximate and will be determined upon purchase*

Getting Started

1-866-432-9275

