

OFFER FOR SPONSORS



Kids Saving Kids

European Tour 2016

Orphans in Danger!

In China today there is a little known group of children, orphaned and ostracized by society.

These children become orphans when their parents, who are detained for practicing Falun Dafa (meditation practice), are illegally sentenced to labor camps where they are tortured in an effort to make them renounce their faith. Many have been used as a living organ source to supply the regime's illegal transplant industry.

The mere existence of these children not only presents a threat to the reputation of the totalitarian regime, but also serves as a reason to hunt them down and persecute them. These children are in immediate danger. **They must be brought to safety NOW!**



I participate because I want to let the world know about a genocide that is no less than the Holocaust, and I want to put an end to this Holocaust as soon as possible.



Think
Rider of RideToFreedom



What Are We?

Ride to Freedom is a global Humanitarian Organization, organized and planned by teenagers and adults with one goal:

Rally all kind people of the world to STOP the persecution and murder of Falun Gong orphans!

Two Objectives

1. Orphan **Awareness** - The RTF Youth Ambassadors will implement a global awareness campaign to not only highlight the atrocities, but also identify and acquire millions of supporters.
2. Orphan **Rescue** - All human and other tactical resources will be used to rescue and bring the orphans currently in hiding to safety.



Kids Saving Kids Bike Tour

RideToFreedom is an **annual 5,000 km bicycle tour** made up of an international team of teenagers called Global Youth Ambassadors. This tour serves as our main marketing tool. This spectacular physical task has proven to grab the attention of the public.

Our Past

In 2015 RideToFreedom completed its first 3,000 mile cycling tour. Twenty-six youths from 14 different nations cycled across the **United States** spreading awareness about these orphans.

Crossing the country from Los Angeles to Washington D.C., these riders visited **19 major cities** and countless small towns, holding press conferences, giving interviews, meeting government officials, and using social media to bring the message to more than a **million** people who had never heard of this situation.



With very little funding, RideToFreedom netted the following:

- **220** media reports in **16** languages
- **34** letters of support from government officials
- **1800** Facebook "selfie" photographs of support from people met along the way
- **18** press conferences
- **2** professionally produced documentaries



Our Present

RideToFreedom European Tour 2016 will be even more spectacular and reach more people! The tour leaves from **London, U.K.** It will pass through most of the key European cities and countries with a very newsworthy tour completion in **Moscow, Russia**. RideToFreedom also offers exposure year-round to our sponsors through a variety of innovative multimedia approaches.



What Can You Do?

Sponsors play a key role in RideToFreedom's success. This is why we pledge to be good stewards of your investment while promoting your company as we gather support to save these children.

Here are a few benefits:

Clothing and Material:

- Company logo on jersey, bike, or equipment
- Product endorsement by riders
- Clothing lines for our online shop



Multi-Media

- Produce an interview with a company representative which will be posted to our webpage, YouTube channel, and social media platforms
- Banner ads on website
- Company commercial on our webpage, YouTube channel, and social media platforms
- Company hash tags used during Twitter and Facebook streams
- Print and TV ads



Acknowledgements Goals of the Tour

- Written recognition of partnership on blog, print, TV or on RideToFreedom webpage
- Partnership recognized in multimedia campaigns
- Company mention in press releases



Events

- Branded signs or company banner displayed during local events
- Produce video of event featuring sponsors and post to Facebook/YouTube
- "Street Teams" product sampling during events
- Live Streaming with the New York based television company – NTD TV

If you are interested in supporting this project, do not hesitate to contact us.