



Making the Outdoors Accessible



The mission of Ian's Ride:

The mission of Ian's Ride is to promote outdoor accessibility, further the availability of technology, and encourage support services for those with mobility impairment.

What is Ian's Ride?

Ian's Ride began in 2016, when our founder, Ian Mackay, set off on a wheelchair journey across the state of Washington. Ian incurred a spinal cord injury from a bicycle crash in 2008, leaving him paralyzed from the neck down. Prior to his injury he was an avid outdoorsman, biology student, birder, and lover of nature. The devastating injury left Ian thinking that his outdoor pursuits were no longer available. As the years rolled by, small steps were made, technology advanced, and Ian was able to access a phone where he could call for help. He began venturing further away from home on his local bike path, rekindling his love of nature and cycling. The big ride across Washington in 2016 was an experiment to see just how doable cross-country travel might be for a power wheelchair. Ian got some cycling friends to join him, with the promise that they could enjoy a craft beer each evening. The journey became something larger than expected. 335 miles were traveled, lives were changed, imaginations were sparked, and hearts were forever touched. Numerous other wheelchair users and cyclists joined in on the ride. Strangers reached out from far and wide with their stories of disability and their desire to get more active outdoors. What began as a long ride with a daily beer turned into a media whirlwind and education on active transportation.

In the aftermath of the 2016 Ride, Ian gave a lot of talks, gathered several awards, completed another cross-state trip and a journey down the Redwood Coast, and began an annual multi-modal ride on his home trail. With the encouragement of supporters, thus began the nonprofit organization of Ian's Ride.

What does Ian's Ride do?

We advocate at every opportunity for outdoor accessibility. This means not only encouraging the mobility impaired to get outside, but to advocate for policy change regarding safe and connected infrastructure for those not in cars. Ian continues to "roll the roll" averaging 3000 miles on bike paths annually and he hasn't missed a daily ride since October 2016. He is a compelling speaker and has given presentations at conferences, service groups, and spoken with public leaders about more multi-use paths and bike lanes. He participated in United Spinal's Roll on Capitol Hill to discuss policy in Washington DC. He heads up several support groups in his area for the mobility challenged. Our message is constant. Get outside. Pursue your passions. Don't be afraid to ask for help. Enjoy the ride.

How can we help each other?

We need help with funding to allow us to participate in appropriate events. We will have the media's attention. On our long ride, we are taking a power wheelchair ~500 miles over some mixed surface terrain. This is noteworthy if you are in the mobility business. We are a nonprofit organization, and thus a worthy charitable cause, but we are also a marketing opportunity. In addition to several group events, 2022 brings another adventure, with GART. An overview of these events is on the following page. Sponsorship/Partnership opportunities are outlined as well. Partnering with us will give your organization not only media exposure that makes a statement of your own organization's investment in outdoor accessibility.

2022 Events for Ian's Ride

[Guinness World Record](#): On June 21 Ian will attempt to travel 200 miles within 24 hours to break the record for "Greatest Distance Covered in 24 Hours by Motorized Wheelchair". The attempt will be made on Sauvie Island in northwestern Oregon. There are some pricey battery adaptations needed to complete this feat as well as some expenses involved with travel and lodging. It's a fantastic way to demonstrate outdoor recreation at its finest and to encourage others to push their limits. Furthermore, there is a documentary being produced to share this story with a wider audience.

[Ride Tahoma](#): This will be our sixth annual Ride Tahoma and is always greatly appreciated by participants. The event was originally called Ride Rainier but was changed in 2021 to Ride Tahoma in solidarity with the Puyallup tribes to honor its original name. The event is quite simple, wheelchair users meet in the Paradise area of Mount Rainier and we spend the day doing a group ride exploring the trails this national park has to offer. The wildflowers are always spectacular and the trails adventurous. We bring a lot of volunteers to help individuals get up the steeper sections and feel safe while exploring this beautiful mountain. It offers a great experience for the individuals, but most importantly it opens up the conversation with national parks regarding accessible trails.

[Sea to Sound](#): This is a 74-mile, three-day, multimodal event spanning the entire length of the Olympic Discovery Trail. We offer aid stations and support along the entire route and it is completely designed around the needs of wheelchair users. This will be our fourth annual S to S and is by far our largest splash of the year. People come from around the country to join along. We offer accessible shuttles, wheelchair vans, and loads of volunteers throughout the course to ensure everyone can push their limits and never have any concerns about being left behind. There are significant costs to offer this level of inclusivity, however the joy from the participants makes it all worth it.

[Ride the Ridge](#): This is our newest event and is quite similar to Ride Tahoma, but instead, highlights the Olympic National Park. Hurricane Ridge is a common access point to the park and has some newly built accessible trails that offer stunning views and allows folks to be immersed in some impressive natural beauty. 2022 will be our first annual Ride the Ridge and we are confident it will soon be a crowd favorite.

[Great American Rail Trail](#): Every other year since 2016, Ian's Ride has done a lengthy trek to demonstrate the need for accessible infrastructure in the outdoors. In 2016 we rode from Canada to Portland. 2018 brought us from Idaho to the Pacific and 2020 was 10 days down the Redwood Coast in Northern California. After our 2020 ride we decided it's time to start highlighting safer trails rather than Highway bike routes. So, this year we will be doing the first 500 miles of the Great American Rail Trail (GART)! We will start in Washington DC and finish in Ohio. It will take us about 14 days, we will do daily blogs describing our progress and we will have other wheelchair users join us whenever possible. This will be our biggest event since 2018 and is bound to make a big splash!

Monetary Partnerships:

PLATINUM – \$5000 +

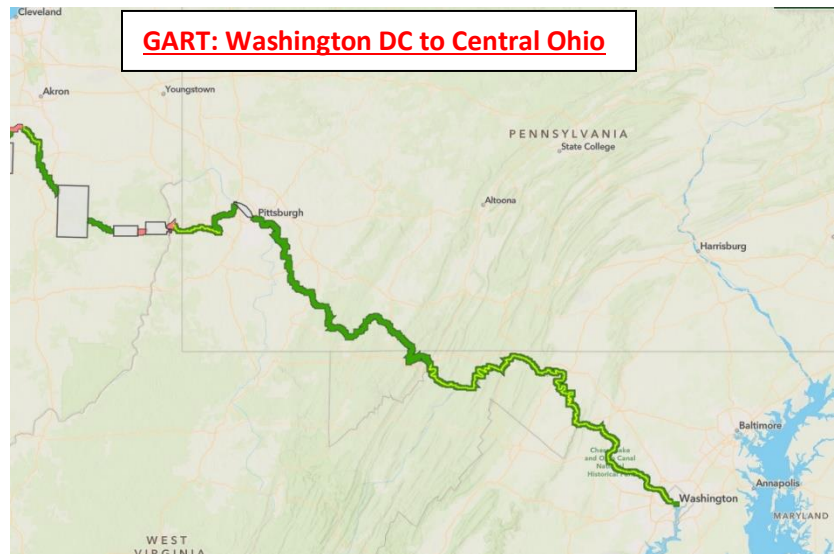
- Company/org will be highlighted as the major sponsor during all 2022 events including Sea to Sound.
- Ian will provide a webinar, zoom meeting, or video for the organization of your choice.
- Company/org logo will have front page placement on iansride.com
- Company/org will have priority on Sponsor of the Day on day of their choosing.
- All GOLD, SILVER and BRONZE level benefits

GOLD – \$2500 +

- Company/org will be highlighted in blog post. Including use of your product, if applicable.
- Company/org will be highlighted on social media during Great American Rail Trail (GART) as well as the Ride Tahoma and Ride the Olympics events.
- Company/organization logo will be on signage on our support vehicle during GART.
- All SILVER and BRONZE level benefits

SILVER – \$1000 +

- Company/org will be highlighted during the Ride Tahoma event.
- Company/org will be Sponsor of the Day. (For the entirety of one day of the GART, the sponsor will get frequent mentions in signage and interviews, including the nightly KSQM radio interview)
- All BRONZE level benefits



BRONZE – \$500 +

- Company/organization will be added to supporter's page on our website.
- Company/organization will be thanked on the radio during the GART.

NON-PROFIT ORGANIZATION – FREE +

- Company/organization mentions on Ian's Ride social media platforms and vice-versa.
- Company/organization logo and URL link added to Ian's Ride website and vice-versa.

Partnership Commitment Form:

Please print all names legibly and exactly as they should appear in all publications.

Corporate - Individual - Foundation

Name: _____

Contact Name: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Type of contribution:

(Please check one and complete space to right)

- Sponsorship
- General Donation
- Gift In-Kind Donation - In-kind donations are recognized at 50% of fair market value.

Please send check made payable to Ian's Ride.

We thank you for this tax-deductible contribution and for your support. We are a 501(c)(3) nonprofit organization. Our federal tax ID number is: 82-4394396.

Signature of Donor or Company Representative

Please send a print-ready copy of your logo to:
ian@iansride.com for all promotional products.

Partnership Opportunities - Category Index

Your company name will be attached to the funding opportunity of your choice.

Partnership Level

- Platinum
\$5000+
- Gold
\$2500+
- Silver
\$1000+
- Bronze
\$500+

**Please send signed form
and donation to:**

Ian's Ride
641 Lewis Rd
Port Angeles, WA 98362
www.iansride.com
ian@iansride.com

**Questions? Please
contact:**

Ian Mackay
Executive Director of
Ian's Ride
360-808-6588