

**2021 RODMAN RIDE FOR KIDS  
AFFILIATE CHARITY INCENTIVES**

**TIER 1**

- Recruit 25 participants by 7/15
- 10 of the 25 must be new participants who were not registered in 2020
- Each participant raises \$500 by Ride Day, 9/25
- Your org receives \$5,000
- This incentive will NOT be pro-rated - this is all or nothing

**TIER 2**

- If participant raises \$750 in any one-month period (May, June, July, August) they are entered to win one of fifteen \$500 donations, made to your Affiliate Charity in their name.
- There will be fifteen winners, drawn randomly from those who qualify, each month.
- These funds *do not* count toward the participants' or the affiliate charity's fundraising goal.

**TIER 3**

- If affiliate charity meets both their fundraising and participant recruitment goals, it receives a \$1,000 donation from the Ride.
- If affiliate charity exceeds both their fundraising and participant recruitment goals by 10% each, it receives a \$2,500 donation from the Ride.
- If affiliate charity exceeds both their fundraising and participant recruitment goals by 20% each, it receives a \$5,000 donation from the Ride.

Organizations must use all of their allotted bibs for the in-person Ride, with bibbed riders raising at least \$1,500 each, to be eligible for any of the above incentives.