



Join the partnership of Wheels of Love as a **CORPORATE SPONSOR**

## WHEELS OF LOVE for the Children of ALYN Hospital

Israel's Largest Multi-day Multi-route International Charity Sport Event

**Wheels of Love** is the Annual International Charity Bike Ride held on behalf of the physically challenged children of ALYN Hospital in Jerusalem. **The Ride combines the joy of bike riding, the beauty of Eretz Israel and the satisfaction of doing a very special Mitzvah for very special children.**

The **11<sup>th</sup> Wheels of Love** Ride will begin on October 24, 2010 in Mitzpe Ramon and will end in Jerusalem on October 28, 2010.

**Wheels of Love** is a large family which was started in the year 2000 when 9 riders set out to ride for the children of ALYN Hospital. Year by year the number of participants has increased and now **hundreds** of riders from Israel and all over the world join together to take part in this unique experience. The **"Ride for a Cause"** model of **Wheels of Love** enlists the participants in the fundraising and as such they are vital partners in the purpose of the Ride and in its success.

### ALYN Hospital

ALYN Hospital - Israel's premier Pediatric and Adolescence Rehabilitation Center - is one of the world's leading specialists in the active and intensive rehabilitation of children, regardless of religion or ethnic origin suffering from a broad range of physical disabilities. Over the years ALYN has developed a wealth of expertise in the treatment of acquired conditions such as trauma and head injuries from terror attacks, road and domestic accidents, general pediatric orthopedics, special feeding management, burns, rehabilitation following the removal of benign or malignant tumors AND congenital or progressive muscle, nerve and bone diseases and respiratory insufficiency.

Unfortunately, there is a significant gap between the funds received from fixed hospitalization rates from health funds and health insurance bodies and the costs of the high-level multi-disciplinary quality services that are provided to all the children treated at the Hospital.

## Partnership

The special family characteristic of Wheels of Love expands to include more participants and donors every year and today comprises tens of thousands of such highly valued "partners".

Every year, more and more leading companies in different fields in the Israeli and international market place join this partnership.

Thanks to the efforts of the riders and corporate sponsors, **approximately 70%** of the money raised through the Ride goes **directly** towards our goal of meeting the shortfall for each child's care and thereby helps to ensure the continuity of treatment for these children at the highest level of quality and quantity which they so richly deserve.

## Becoming a Corporate Sponsor

We recognize corporate sponsors as our partners in achieving our goal. A great deal of publicity within the media is generated by the Ride and therefore we will be able to offer our corporate sponsors many creative PR and marketing opportunities. For example, corporate sponsors will benefit from wide exposure of their corporate logo which will appear on the following items:

- Riding jersey, ALYN staff T-shirt, participants T-shirt, riding vest
- Flyers and other advertising and marketing materials
- Wheels of Love website [www.alynride.org](http://www.alynride.org)
- Signs accompanying the Ride, at ceremonies, pit-stops and on Ride vehicles



We would be happy to provide you with additional details about the wonderful work of the ALYN Hospital's devoted professional team, share with you exciting success stories about children treated at the Hospital and offer you ways in which you can help us **MAKE A DIFFERENCE IN THE LIVES OF THESE TRULY DESERVING CHILDREN.**

## Riding Groups

The Ride attracts riding groups from various companies such as ICL, ECI and others, who join either the 5-day Ride or the one-day Ride (GalgalYN). The members of the riding group focus their fundraising efforts within their particular company. Some companies allow the riders to donate their vacation days or to contribute directly via their salaries. The group is invited to a training ride guided by the Wheels of Love team followed by a tour of ALYN Hospital where they meet the ALYN children



and see for themselves just how vital their fundraising efforts are needed. Members of a riding group who commit to fundraise above the minimum amount in order to be classified as a corporate sponsor will enjoy the PR/marketing/advertising benefits mentioned above.

**We look forward to listing your company amongst ALYN's "Family of Friends" through your participation as a corporate sponsor in the 11<sup>th</sup> Wheels of Love ALYN Bike Ride.**

**For contact information please refer to the Wheels of Love website  
[www.alynride.org/corpsponsor](http://www.alynride.org/corpsponsor)**

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**Officially registered Friends of ALYN organizations exist in the following countries:**

<b><u>USA</u>*</b>	<b>Holland*</b>
<b><u>Canada</u>*</b>	<b>Italy</b>
<b>U.K.*</b>	<b>Sweden</b>
<b>France*</b>	<b>Switzerland</b>

\*Tax deductible receipts issued.