

5TH ANNUAL HERO'S RIDE

IN MEMORY OF
LCPL MICHAEL J. CIFUENTES * PFC TIMOTHY J. HINES
PFC JAMES H. MILLER IV * LCPL TAYLOR B. PRAZYNSKI * LCPL WILLIAM D. SPENCER

2009 Media Kit

Mission:

To aid in raising funds for "Impact a Hero" - Impact Player Partners is a nonprofit organization consisting of business leaders, athletes, entertainers and sports franchises dedicated to providing continuous emotional, career and financial support to American military personnel who are severely injured or disabled due to serving all Americans in the War on Terror. All proceeds of the Hero's Ride will go directly to "Impact a Hero".

Advertising:

All of our advertising is done with the help of volunteers or through free public relations. Types of advertising include; ride flyers (over 8,000 flyers were distributed in 2008), hanging posters, press releases in local newspapers, interviews on WLW as well as free spots on local radio stations.

Previous Sponsors:

- BAE Systems
- Pella Windows
- Dallis Designer Homes
- Wene Insurance Group, LLC
- Jackson Hewitt Tax Service
- Symmes Tavern on the Green
- Sharefax Credit Union
- Lakeview Garden Center
- John F. Dickey & Co., Certified Public Accountants
- Star One Realtors
- Fairfield Community Foundation
- The Brace Shop/ Hanger Prosthetics & Orthotics
- Tri-County Harley Davidson
- Terry Senger
- Fairfield Community Foundation
- Richard Kennedy, D.M.D
- Shipps Wheelsport, Inc.

Quick Facts:

- Since 2005, the Hero's Ride has contributed over \$36,799 to "Impact a Hero".
- \$15,376 was donated to "Impact a Hero" after the 2008 event.
- The ride was started in 2005 in the memory of Lance Corporal Taylor B. Prazynski. Taylor, the son of fellow rider John Prazynski, was killed in action May 2005 while serving in Iraq.

Contact Us:

Ride Information

Bill Meyer
Ride Coordinator
(513) 919-8832
wm_a_meyer@yahoo.com

Registration Information

Marianne Meyer
(513) 324-1158

Marketing & Media

Sponsorship Opportunities

Website

Ride Day Vendor Booths

Stacy Wene
Marketing & Media Relations Coordinator
(513) 910-6795

Media Contact (Interviews)

John Prazynski

You can also reach the above mentioned individuals via email at herosride@yahoo.com

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On the anniversary of the 9/11 attack in 2005 a group of motorcycle enthusiasts joined together to raise funds in honor of one of their very good friends son. Lance Corporal Taylor Prazynski was killed in May 2005 while serving in Iraq; he was only 20 years old. However, our group is well aware that Prazynski was not the only soldier who lost his life. During 2005 & 2006 the state of Ohio lost many military personal to the War on Terrorism including; Lance Corporal Michael J. Cifuentes, Private First Class Timothy J. Hines, Private First Class James H. Miller IV and Lance Corporal William (Billy) D. Spencer.

With this in mind, our group made an effort to join forces with "Impact a Hero". "Impact a Hero" - Impact Player Partners is a nonprofit organization consisting of business leaders, athletes, entertainers and sports franchises dedicated to providing continuous emotional, career and financial support to American military personnel who are severely injured or disabled due to serving all Americans in the War on Terror. This year we would like to make our event even larger than the first. Since September 2005 we've raised over \$36,700 for Impact a Hero.

This year will also be a year of remembrance for individuals who participated in the Hero's Ride – Tom & Stephanie Bobinger, volunteers for the Hero's Ride, passed away during the 4th Annual Hero's Ride in 2008 as a result of high winds in Hueston Woods Park. Eric Schneider, who was a yearly participant in the event, passed away November 2, 2008 after a traffic accident on Mack Road near Route 4.

This year's event will be held on Saturday, August 29, 2009 and will end with live music from Brady Seals in the Village Green Park, Fairfield, OH. Your donation would help us spread the word regarding our event and lead to a more successful event each year. It will also give your organization an opportunity to advertise the wonderful products and services you have to offer to the Greater Cincinnati Area.

Please help us support the men and women who serve this Great Nation.

Sincerely,

Bill Meyer, Ride Coordinator
(513) 324-1158
wm_a_meyer@yahoo.com

Stacy Wene, Marketing &
Media Relations Coordinator
(513) 910-6795
herosride@yahoo.com

John Prazynski
513-702-3162
jprazynski@starone.com

For more information go to our website herosride.com

SPONSORSHIP LEVELS

DEADLINE IS JUNE 24, 2009 TO BE INCLUDED ON SHIRT/FLYER

PRESENTING – PELLA & BAE SYSTEMS

- Business or individual name listed in registration flyer
- Business or individual name listed on website herosride.com
- Business or individual name listed on all printed material distributed by ride coordinators
- Large business logo printed on ride shirts (over 300 will be handed out)
- Onsite booth space – provided by sponsor
- Onsite signage – provided by sponsor
- Company web link on ride website
- Banner display at ride registration/ending location

Contribution: \$3,000

RED

- Business or individual name listed in registration flyer (2008 – Over 8,000 fliers were distributed)
- Business or individual name listed on website herosride.com

Contribution: \$100

WHITE

- Business or individual name listed in registration flyer (2008 – Over 8,000 fliers were distributed)
- Business or individual name printed on ride shirts
- Business or individual name listed on website herosride.com

Contribution: \$500

BLUE

- Business or individual name listed in registration flyer (2008 – Over 8,000 fliers were distributed)
- Business or individual name listed on website herosride.com
- Business logo printed on ride shirts
- Onsite booth space – provided by sponsor
- Onsite signage – provided by sponsor

Contribution: \$1,000

DOOR PRIZE

We appreciate every door prize that you are will to contribute! Items such as sporting event tickets, logo items, gift certificates, etc. will be awarded to participants at the end of the ride.

- Business or individual name listed at ride
- Business or individual name listed on website herosride.com

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE.

Please make checks payable to "Impact a Hero" and mail to:

Bill Meyer, Hero's Ride * PO Box 181245 * Fairfield, OH 45018-1245

501 (C) (3)

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 18 2005

IMPACT PLAYER PARTNERS INC
C/O RICHARD H LYNCH
5553 DESERT GOLD DR
CINCINNATI, OH 45247

Employer Identification Number:
20-1189015
DLN:
17053238012024
Contact Person:
SIRIJUN MAYI ID# 31449
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
June 3, 2004
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
December 31, 2008

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

Letter 1045 (DO/CG)

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Hero's Ride Committee
P.O. Box 181245 - Fairfield, Ohio 45018-1245
www.HEROSRIDE.COM
Phone – (513) 324-1158 or (513) 910-6795
HEROSRIDE@YAHOO.COM

PRESS RELEASE

FOR IMMEDIATE RELEASE
Contact: Stacy Wene
Cell Phone: (513) 910-6795

Motorcycle Ride to Support Injured & Wounded Soldier's in Memory of Local Military Personnel Killed in Action

Fairfield, OH June 14, 2009 – Family, friends and many strangers will come together in the memory of Lance Corporal Michael J. Cifuentes, Private First Class Timothy J. Hines, Private First Class James H. Miller IV, Lance Corporal Taylor B. Prazynski and Lance Corporal William D. Spencer. Cifuentes, Hines, Miller & Prazynski were killed in 2005, Spencer was killed in 2006, while serving in Iraq.

This year will also be a year of remembrance for individuals who participated in the Hero's Ride – Tom & Stephanie Bobinger, volunteers for the Hero's Ride, passed away during the 4th Annual Hero's Ride in 2008 as a result of high winds in Hueston Woods Park. Eric Schneider, who was a yearly participant in the event, passed away November 2, 2008 after a traffic accident on Mack Road near Route 4.

The 5th annual event will begin at the Fairfield Village Green Park located at 301 Wessel Drive, Fairfield, Ohio 45014. The ride will weave its way through Butler County and return to the Fairfield Village Green Park for an evening of food, celebration and live music by Brady Seals (Little Texas, Hot Apple Pie) & Ashley Brandenburg,

Ride day registration will begin at 10:00 am and promptly close at 12:30 pm for those interested in riding. A prayer for the rider and troops will start at 12:45 pm and riders will leave at 1:00 pm. Participants may also pre-register online at www.HEROSRIDE.COM. This event is open to the public! The post ride event will begin at 4:00 pm.

All proceeds will benefit "Impact a Hero" – Impact Player Partners is a nonprofit organization consisting of business leaders, athletes, entertainers and sports franchises dedicated to providing continuous emotional, career and financial support to American military personnel who are severely injured or disabled due to serving all Americans in the War on Terror.

For further information, contact Stacy Wene at (513) 910-6795 or at HEROSRIDE@YAHOO.COM.

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