

Charity Red Square Bike Ride

22-24 of August 2014



We invite partners!

Goals 2014

- To raise 10 million rubles for early intervention programmes for children with Down syndrome in Russia
- To bring together sport lovers who are willing to work for a good cause
- To demonstrate the potential of children with Down syndrome to the public

Results 1997 - 2013

- 80 million rubles raised in aid of children with Down syndrome in Russia
- Professional support for thousands of children
- More than 2000 participants from 120 companies
- 200 Mass Media outlets involved



- Corporate and amateur teams
- More than 150 energetic and successful individuals from many countries
- People with different fitness levels

Bike Ride is the opportunity:

- to support children with Down syndrome;
- to meet like-minded people and to make new friends;
- to overcome prejudices, banish fears and achieve goals.

Participation benefits for companies

- Builds up employees' loyalty for the company
- Enhances employees' team spirit
- Strengthens your company's image
- Provides extensive networking opportunities. Like-minded individuals make good business partners!

Our acknowledgement to all those who supported us in 2013!



There will be

- A 170km route across the Kaluga region
- Highway and trail routes
- “Bike Forest” adventures
- Free-style cycling
- Accomodation at Ethnomir
- Positive networking events in forest **NEW!**
- Start mass finish from Luzhniki
- Finish in the center of Moscow



Partnership options

General Partner
(4 teams = 16 company employees)
990,000 rubles

Official Partner
(3 teams = 12 company employees)
850,000 rubles

Finish in the center of Moscow
(2 teams = 8 employees, a logo on children's T-shirts
and other benefits)
610,000 rubles

Partner of Luzhniki
(1 team = 6 employees)
500,000 rubles

Corporate team
(1 team = 4 employees)
390,000 rubles

Team of Children with Down syndrome Partner
(2 people)
220,000 rubles

Dinner partner
(1 person)
120,000 rubles

Company representative
(1 person)
100,000 rubles



- Fascinating bike ride from the Luzhniki Stadium to center of Moscow
- 11 km. overlapped on embankment of the Moscow
- Feast in the center of Moscow

Your benefits:

1. 20 representatives from company
2. Company logo on T-shirts Bike Ride participants
3. Company information in the handouts for participants and partners
4. Logo on the "backdrop" for the winners podium
5. Link to company website from the website DSU
6. Thanks in electronic edition of "Express News DSU"
7. Company name in the press release

Charitable contribution
75 000 rubles



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Corporate League

- For corporate teams only
- Each company may have a team of 4 people
- The teams compete for Downside Up Cup
- Prizes for winners!

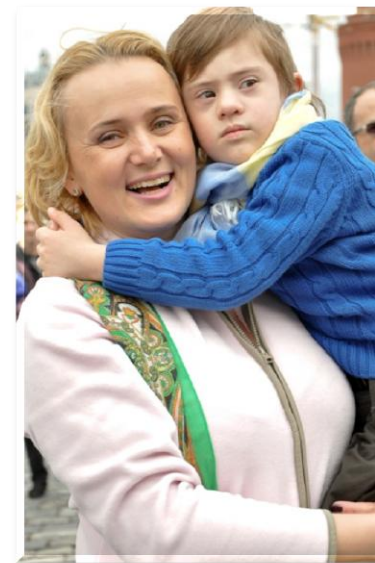


Amateur League

- A league for companies formed by individual participants and for the corporate participants outside the corporate league
- Participants who are not members of the corporate league may join the amateur league
- Prizes for winners!!

Parent in a corporate team

- Each corporate team will include a Downside Up child's parent. His/her participation will be covered by the company's charitable contribution
- This parent will be considered the fifth corporate team member and will participate in all the bike ride stages



Bike Ride Faces



Olga Shelest
Russian television and radio host,
actress, VJ, journalist.



Andrey Vostrikov

A young man with Down syndrome, the absolute world champion in artistic gymnastics for children with mental and physical development, the gold medalist of the Special Olympics in Shanghai



“Domisolka”

Children's Musical Theater



Commandant of the Kremlin;
Office of the President;
Moscow City Government;
Ministry of Sport, Tourism and Youth Policy of the Kaluga region;
The Government of the Kaluga region;
State Road Safety Inspection of Kaluga Region

Among our partners



downside up





Children with Down Syndrome
do not need special medications.

Children with Down Syndrome
not need special food.

They need special educational programs
that with your help we can provide
free of charge!



What has changed for children with Down syndrome and their families for 16 years



In Moscow, from 5% to 50% increase in the number of children with Down syndrome, who are brought up in foster families or relatives.

Children with Down syndrome are no longer considered unteachable.

In Moscow, 100% of the number of children wishing to attend services early intervention kindergartens.

Family from any region of Russia and neighboring countries are available free on-line services at DSU consultative forum



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