



Sun Ride

*A 50-state solar-powered bike tour
to change the world.*

The Sun Ride

This September, solar energy pioneer John Patterson will embark on the Sun Ride, a solar powered bike journey to **all fifty states** to raise awareness for renewable energy.

Armed with just an electric bicycle, a solar charging roof, and a whole lot of stubborn optimism to make the world a better place, John will hit the road to show people what's possible—right now—with renewable energy.



The Journey

John will bike to each state, visiting state capitols and universities to espouse the benefits and necessity of sustainable energy policies.

We will cover 10,000 miles of highway, visit colleges, state capitols, and a variety of venues beginning with the national Solar Energy Industries Association conference in Salt Lake City, Utah September 23-26, 2019 to be attended by 20,000 participants.

John will post daily updates from the road, along with edited videos throughout documenting his historic journey.



John's solar powered electric bike.

Mission

The purpose is to show that solar energy can power (and transform transportation) and put the world on the path to sustainability.

On the eve of an important election, this is a critical time to enact long-term policy that addresses climate change.



“I want to show the world that sustainability is possible, and possible now. If an everyday person like me can do it anyone can do it.”

About John

Author, inventor and entrepreneur John Patterson is a leading expert on solar powered vehicles. He is a passionate advocate for renewable energy and part of a global green energy revolution.

John is regarded as one of the foremost experts in the country on solar water heating and regularly presents at conferences in America, China, South America and other countries on solar energy, global warming, electric vehicles, and reducing your carbon footprint.

He is the author of the book *Footprint*, a practical guide to lowering your carbon footprint that examines global warming, how we got where we are and what can be done about it.



Awareness

The bike and its custom rooftop solar array will be quite an attraction. People will look closely at Sun Ride with delight, snap photos to send to their friends. We are sure to pick up newspaper and television coverage along the way.

Throughout the tour, John and his team will be promoting the ride with:

- A dedicated press push to national and local press.
- School outreach to prominent universities and engineering departments.
- Ongoing content creation and digital diary on social media.

The Committee



JP Patterson
Content



Andrew Luft
Partnerships



Suzanne Olsen
Marketing



Stella Sun
Solar Industry Advisor

Get Involved

Sponsors will have a unique and highly valuable opportunity to show support for the green energy movement. We would like to have you as a sponsor in part because you are already known as a company that cares about the greater good of the world, and/or you can provide valuable service and receive valuable benefit.

GOLD

Title sponsorship of the Sun Ride.

- Large logo placement on John's bike and jersey
- Daily organic integration into all content.
- John will speak at your company and invite your executives to join him at colleges and state capitals.

\$5,000

SILVER

Important support of the Sun Ride.

- Medium logo placement on John's bike and jersey
- Weekly integration into all content.

\$2,500

BRONZE

Important support of the Sun Ride.

- Small logo placement on John's bike and jersey
- Bi-weekly integration into all content.

\$1000

Gifts In Kind

We want everyone to have a chance to be a part of this movement. If you can't support with cash sponsorship, we will happily receive all gifts in-kind. Areas of value are lodging, cycling gear and meals. And of course, we will equally promote these donations as well!

Thank You!

For more information:

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