



## The Water for People Mission

Water For People is dedicated to creating reliable access to safe drinking water resources, sanitation facilities, and hygiene education programs where we work in Africa, Asia, Central America, and South America.

Through our business-oriented development approach we empower local communities to plan, build, finance, maintain, and operate their own safe water and sanitation services.

Water For People puts long-lasting solutions at the forefront of our strategy. We foster entrepreneurship and innovations that are adaptable worldwide to water and sanitation problems, and monitor our projects for at least 10 years post-implementation to guarantee the impact of our work.

Water For People is committed to bringing 100% coverage in safe water access to each region where we work. In a community it's not enough to help some but not others. We commit to every person, today and in the future.



Hélène Baribeau  
Our Buffalo supporting WFP in Rwanda



Our mission is to raise awareness and money for Water for People.

### ALL DONATIONS ARE TAX DEDUCTIBLE !

If your corporation has already made contributions to Water For People we ask that this donation be over and above that.

Donations can be made in two ways:

1.) Online at the Water for People Website

<http://www.waterforpeople.org>

- Make sure you select "Ride with Purpose Motorcycle Ride" under the "Gift Designations" – "Special Events"

2.) A check made out to "Ride with Purpose"

- Give it to your Water Buffalo
- Mail it to Ride With Purpose  
1541 West Daybreak Circle  
Tucson AZ 85704

[www.ridewithpurpose.org](http://www.ridewithpurpose.org)

Ken—[khowe@woodinvillewater.com](mailto:khowe@woodinvillewater.com)

Mark—[Mstratton@metrowater.com](mailto:Mstratton@metrowater.com)



water for people

Water For People Contact:  
Maya Casagrande. 720 488 4569  
[www.waterforpeople.org](http://www.waterforpeople.org)

# 6th Annual International Water Buffalo Charity Ride

*Corporate Sponsorship Matrix*

AWWA –2011 WASHINGTON, DC



# Corporate Sponsorship Matrix

VALUE ADDED	SPONSORSHIP LEVEL	
	Sport	Grand Tourer
	\$1000 - \$5000	> \$5,000
COMPANY NAME AND LOGO listed on Ride with Purpose Banner that will be displayed at the ACE conference	X	X
COMPANY NAME AND LOGO on Sponsorship page of the Ride with Purpose Web Site	X	X
PATCH on the <b>BACK</b> of each rider vest with COMPANY NAME and/or LOGO (Riders will wear and/or display these vests during the conference.)	X	X
COMPANY NAME and/or LOGO on all of our flyers, mailed and produced advertising, and mention in all of our written articles.	X	X
PATCH on the <b>FRONT</b> of each rider vest with COMPANY NAME and/or LOGO. (Riders will wear and/or display these vests during the conference)		X
BANNER ADVERTISING on Ride with Purpose Web Page with link to your web-site.		X
ANY other way we can recognize your company's support. Group photos at your booth etc. It is your call, we will be at your disposal. (within reason)		X



In January 2011, Ken Howe, one of our Buffalos, set off on his motorcycle for an amazing one month solo journey from Seattle through Mexico, and down to Honduras in Central America. He visited Water For People project sites in Guatemala and Honduras along the way. During the trip he saw amazing sites, and met amazing people. He also battled subfreezing temperatures, 95 degree heat, drenching rain, floods, crashes, and a variety of other issues that only a trip like this can create. In the end, all of the struggles paled when compared to what he saw with respect to water and sanitation amenities.



"The problems that exist for small communities in these developing countries is far worse than what we think they are." "Many folks here think that, yes, the conditions are bad, and not up to what we know as acceptable. The reality is that most of the conditions are NOWHERE near our radar screen as to what we might consider as a minimal standard."

"My big take away from the trip is that the communities are eager for help. The people are eager to understand and hungry to learn. They don't want hand-outs, they want help to learn how they themselves can create and sustain clean water and useable sanitation facilities for their families and their community."

"I think as fellow human beings we have a responsibility to answer this call."

