



Team Captain: _____

Phone: _____

Email: _____



UPAF Ride for the Arts, sponsored by Miller Lite

The event is one of the nation's largest one-day recreational bike rides. Since its inception in 1981, more than 290,000 riders, thousands of volunteers and hundreds of sponsors have helped raise over \$9.5 million for UPAF and the 15 prominent performing arts organizations it supports in Southeastern Wisconsin. This year's Ride is on **Sunday, June 4.**

Ride and Raise Pledges

The Ride offers something for everyone, from families to experienced riders. **Registration is open!**

- Help the performing arts in Southeastern Wisconsin flourish by raising pledges for your Ride!
- Each rider receives a complimentary UPAF Ride for the Arts t-shirt. Teams of 10+ riders can add a personalized logo to their shirts!
- To get involved, go to **www.UPAFride.org**. To ride with a team, register by **May 3.**

Volunteer

Whether it's serving as route support, helping riders at the Bike Port, or providing assistance at the Finish Line Party, there's sure to be an opportunity of interest for you.

- Volunteering is a great way to give back to the community, encourage employee unity, and experience the thrill of the Ride without being on a bike. Sign up at **www.upaf.ivolunteer.com**.
- Group opportunities allow volunteers to work with friends, while still getting the chance to meet new people.
- Each volunteer receives a complimentary volunteer t-shirt and an invitation to our Volunteer Party.
- Visit **www.upaf.ivolunteer.com** to view our available volunteer opportunities.



To learn more, visit:
www.facebook.com/upafrideforthearts
www.twitter.com/upafride
www.youtube.com/upafride





UPAF RIDE FOR THE ARTS
SPONSORED BY MILLER LITE

Overview



What does your participation support?

UPAF is the *single largest donor* to 15 prominent performing arts groups, including First Stage, Florentine Opera Company, Milwaukee Ballet, The Rep, Milwaukee Symphony Orchestra and Skylight Music Theatre. Essential operating funds from UPAF help “set the stage” for the success of these organizations, allowing them to focus more of their efforts on what they do best – creating, performing, inspiring and educating.

Why raise pledges? The registration fee helps cover the costs of the Ride, but donating to UPAF yourself or collecting pledges from family and friends is a great way to increase the impact you have on Southeastern Wisconsin’s amazing performing arts scene.

Introducing the Chris Kegel Award It’s no secret – Chris Kegel and Wheel & Sprocket have helped make Southeastern Wisconsin one of the nation’s top spots for recreational biking. Chris and his team have been tireless supporters of community rides, including the UPAF Ride for the Arts. In recognition of Chris’ contribution to cycling, we are establishing the annual Chris Kegel Award. The award will be presented to the Ride team that secures the most pledges for the June 4 Ride for the Arts. The award will be presented at the UPAF Campaign Finale event, June 14 at Potawatomi Hotel & Casino.



To register, go to www.UPAFride.org.

Contact your Team Captain or Kyle Heller
at kheller@upaf.org or 414-239-6284 with questions.

Join us at the Finish Line Party!

After the Ride, unwind at the Finish Line Party on the Summerfest Grounds!

- Free
- Open to the public
- Great food
- Free beer samplings, courtesy of MillerCoors



2017 Important Dates

April 7-9

Wheel & Sprocket Bike Expo Sale

April 30

Early registration ends

May 3

Team registration deadline—riders may register after this date, but they must register as individuals and will receive a regular Ride t-shirt (without team name/logo)

June 2-3

Individual / Team Packet Pick-up
In-person registration

June 4

UPAF Ride for the Arts,
sponsored by Miller Lite