



## The 36<sup>th</sup> Annual UPAF Ride for the Arts, Sunday, June 4

UPAF Ride for the Arts, sponsored by Miller Lite, is the annual signature fundraising event for the United Performing Arts Fund. Since the Ride's inception in 1981, more than 285,000 riding participants, thousands of volunteers and hundreds of sponsors have helped raise over \$9 million for the performing arts in Southeastern Wisconsin.

The Ride will start and finish at the Summerfest grounds' South Gate at the intersection of [Polk Street and Harbor Drive](#). Five different routes are offered for riders of different ages and abilities: 5, 12, 25, 45 and 70-miles. More information on registration pricing is available at [www.upafride.org](http://www.upafride.org).

### Why Ride?

- Support Southeastern Wisconsin's **vibrant and diverse** performing arts scene
- We will have **entertainment** including performances from our Member Groups
- Everyone who registers for the Ride will be entered to **win a pair of tickets** from Southwest Airlines
- The 2017 UPAF Ride for the Arts, sponsored by Miller Lite, will be Co-Chaired by three **Milwaukee Bucks representatives: Peter Feigin**, Bucks president, **Craig Robinson**, vice president of player and organizational development and former Bucks player **Desmond Mason**
- Show your creative side by participating in our first **costume contest**

### Form a Team

- A fantastic **team building exercise** for your family, coworkers or friends!
- **Anyone** can form a team: companies, community/youth organizations, friends and families
- Team Registration will run through **Wednesday, May 3**. After that time, teams may continue to register, but teams of ten or more will not be eligible for their custom logo to be printed on the back of the Ride shirt

### Pledge

- Gather **pledges** for your Ride (registration fees **only** help to cover the cost of the event)
- All pledges will help UPAF cross the finish line and achieve a record-setting **50th Anniversary Campaign**
- **Johnson Financial Group** will **match pledges up to \$25,000**
- Pledge raising **awards** for top individual and team pledge raisers (the **Chris Kegel** award for top teams)
- Pledge prizes including a **Trek bike**, a Saris Bones **bike rack**, Miller Lite **rolling cooler** and two tickets to **Summerfest**, a commemorative UPAF **Ride jersey**, a UPAF **SMART CARD** and more!

### Volunteer

- **Volunteer** before or during the Ride at [UPAF.ivolunteer.com](http://UPAF.ivolunteer.com)
- A **variety** of positions are needed, including: Human arrows, drivers, registration table, sentries, Summerfest Oasis, route set up
- All volunteers receive a **free tee shirt**, and **free entry** into the after party on the Summerfest Grounds, including **free food and drink!**