

<b>TIER ONE INCENTIVES</b>		
<b>TIME FRAME</b>	<b>BENCHMARK/GOAL</b>	<b>INCENTIVE</b>
Ongoing	Registration	Official Ride for Kids bib
By 9/26	Raise \$1,000	Ride for Kids dri-fit t-shirt
By 9/26	Raise \$2,000	Tumbler/waterbottle with RFK logo
All participants		Finisher's medal

<b>TIER TWO INCENTIVES</b>		
<b>TIME FRAME</b>	<b>CHALLENGE NAME</b>	<b>INCENTIVE</b>
Now through June 30	Headstart Challenge	Every Rider who raises \$250 during this period will receive a Ride for Kids Yowie
July 1 to August 30	Summer Challenge	The top 5 riders who raise the most in this time period will receive Yeti cooler prize pack
July 26-July 30	Two Months To Go Challenge	For every donation received in this time frame, the rider and donor each get 1 entry to win one of (10) \$100 gift cards to a Celebration for Kids restaurant
Spetember 8-25	Home Stretch Challenge	Everyone who donates \$20 or more during this time period will receive an entry to win prize tbd

<b>TIER THREE INCENTIVES</b>		
<b>TIME FRAME</b>	<b>BENCHMARK</b>	<b>INCENTIVE</b>
Now through 6/30	Raise \$500	Earn a chance for your affiliate charity to win one of (10) \$1,000 donations in your name
Now through 7/31	Raise \$1,000	Earn a chance for your affiliate charity to win one of (10) \$1,000 donations in your name
Now through 8/31	Raise \$1,500	Earn a chance for your affiliate charity to win one of (10) \$1,000 donations in your name
Now through 9/30	Raise \$2,000	Earn a chance for your affiliate charity to win one of (10) \$1,000 donations in your name

<b>TIER FOUR INCENTIVE</b>	
Now through 7/31	For every participant who registers by 7/31 and sets a minimum goal of \$300, and reaches that goal by 9/26, your affiliate charity will receive \$200. *This benefit caps at 25 riders/\$5,000 per affiliate charity.

*\*More incentives may be added as prizes become available. Affiliate charities are encouraged to build on this list with organization-specific incentives*