

Riding for Sloan,



Riding for Home

THE SLOAN EVERETT MEMORIAL BIKE RIDE

PURE COUNTRY PEDAL • OCTOBER 3, 2026



Our Event

Pure Country Pedal is an annual bike ride hosted in Breckenridge, TX, **in memory of Sloan Everett**. In its first fundraising year, there were 95 registered riders and over \$13,000 in corporate sponsorships and private donations.

Today, *Pure Country Pedal* has **grown +311% since 2019** and continues to support the brave men and women who protect our lives, our land, and our property every day...





100% OF NET PROFITS ARE DONATED TO OUR VOLUNTEER FIREFIGHTERS IN STEPHENS COUNTY, TEXAS

In 2025, Pure Country Pedal raised a total of \$54,015 donating \$18,004.84 each to Caddo, Hubbard Creek and Wayland volunteer fire departments. These men and women play an invaluable role in protecting lives, animals, and property in our community.

Why We Ride

In many ways, **Sloan Everett was the definition of pure country.** But first and foremost, Sloan was a believer who loved God and committed his life to Jesus Christ. Everyone loved Sloan, but more importantly, **Sloan loved everyone.**

After Baylor graduation, and spending 7 years in the corporate world, he came home with his new bride, Liesl, to the family he loved, the land he loved, and the ranching tradition which had always owned his heart. Sloan felt a strong sense of responsibility to his family, friends, and the community.

In 2017, Sloan, along with Cody Crockett and Sydney Wallace, lost his life cowboying — protecting his family's cattle from an enormous wildfire in the Texas panhandle, near the small community of Lefors.



Sloan's Story

Sloan was young, active, and full of life. From childhood on, he enjoyed athletics of almost every kind (anything with a ball)! Biking, however, was a hobby he especially enjoyed with friends.

The Sloan Everett Pure Country Pedal Memorial Bike Ride was originated by Breckenridge Chamber of Commerce board member, Kyle Fambro. Sloan and Kyle served on the board together and enjoyed road biking in and around Breckenridge, where Sloan was born and raised. **The Chamber hosted the inaugural bike ride for the local community in the fall of 2017** as a way to honor Sloan's life.

In 2019, Sloan's parents and 5 sisters created a fundraiser in conjunction with the bike ride that **directly benefits the Stephens County Volunteer Fire Departments**. The event has continued to grow and has given back to Breckenridge and to these vital members of the local community for the last nine years.



Our Impact

\$228K+

given to our fire
departments
since 2019

465

registrations in
our 8 years of
fundraising

100%

of net profits
stay local,
every year

When the Everett Family started this fundraiser in 2019, 95 riders helped us raise just over \$13,000 for the Caddo, Hubbard Creek, and Wayland Volunteer Fire Departments.

Six years later, we gave more than \$54,000.

Growing Every Year

what your support has built, 2019 to 2026



Total raised each year, with our 2026 goal in coral. 100% of net profits go to our local volunteer fire departments.

Where Every Dollar Goes

Since 2019, Pure Country Pedal has put more than \$228,000 directly into the hands of the men and women who protect our lives and property in Stephens County. Every dollar of net profit goes to the Caddo, Hubbard Creek, and Wayland Volunteer Fire Departments, **covering the fuel, tires, insurance, and repairs that keep their trucks rolling** when a call comes in.

For 2026, our 10th annual ride, we're reaching for \$65,000. With sponsors like you in the saddle, we'll get there.

purecountrypedal.com





How We Do It

Ride Registrations

\$45 Entry Fee (18+)
\$30 Entry Fee (13-17 yrs)
FREE Entry (12 and under)

Corporate Sponsorships

Corporate sponsors
ranging from
\$300 - \$5,000

Private Donations

Donations of any amount
are welcome from
individuals and businesses.

Goal Registrations: 150 // Goal Donations: \$65,000



READY TO MAKE A DIFFERENCE?

Every sponsorship, at every level, puts 100% of net profits to work for our local volunteer fire departments. We've got a spot for businesses and families of every size. Sponsors are part of the family here, and we'd be honored to have you saddle up with us.



PRESENTING
SPONSOR

\$5,000



PENDING (1)

Presenting Sponsor

Sponsorship includes but is not limited to:

- Up to 10 complimentary ride registrations, 10 lunch tickets, and 10 event t-shirts
- Name and logo included on all event advertising including website, social media, printed materials and press releases
- Logo on event t-shirt
- Recognition on all signage at event and along ride routes
- Brand recognition on all social media posts
- First right of refusal for future event sponsorships



PENDING (1)

Registration Sponsor

REGISTRATION
SPONSOR
\$3,000

Sponsorship includes but is not limited to:

- Up to 5 complimentary ride registrations, 5 lunch tickets, and 5 event t-shirts
- Recognition at registration check-in on event day
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



T-SHIRT
SPONSOR
\$2,500



PENDING (1)

T-Shirt Sponsor

Sponsorship includes but is not limited to:

- Up to 5 complimentary ride registrations, 5 lunch tickets, and 5 event t-shirts
- Logo on event t-shirt sleeve
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



PENDING [4]

Route Sponsor

ROUTE
SPONSOR
\$2,000

Sponsorship includes but is not limited to:

- Up to 4 complimentary ride registrations, 4 lunch tickets, and 4 event t-shirts
- Branding alongside route signage on ride routes (10 highway signs)
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



PENDING [2]

Entertainment Sponsor

ENTERTAINMENT
SPONSOR

\$2,000

Sponsorship includes but is not limited to:

- Up to 3 complimentary ride registrations, 3 lunch tickets, and 3 event t-shirts
- Recognition at post-ride lunch
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



PENDING [2]

Lunch Sponsor

Sponsorship includes but is not limited to:

- Up to 3 complimentary ride registrations, 3 lunch tickets, and 3 event t-shirts
- Recognition at post-ride lunch
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships

LUNCH SPONSOR

\$1,500



PENDING (1)

Rest Stop Sponsor

REST STOP
SPONSOR

\$1,500

Sponsorship includes but is not limited to:

- Up to 3 complimentary ride registrations, 3 lunch tickets, and 3 event t-shirts
- Recognition at Rest Stops
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships

FINISH



PENDING (1)

Starting Line Sponsor

STARTING LINE
SPONSOR

\$1,500

Sponsorship includes but is not limited to:

- Up to 3 complimentary ride registrations, 3 lunch tickets, and 3 event t-shirts
- Recognition at post-ride lunch
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



PENDING (1)

Finish Line Sponsor

FINISH LINE
SPONSOR

\$1,500



Sponsorship includes but is not limited to:

- Up to 3 complimentary ride registrations, 3 lunch tickets, and 3 event t-shirts
- Recognition at post-ride lunch
- Name and logo included on website, social media, printed materials and press releases
- Recognition on social media
- First right of refusal for future event sponsorships



Additional Sponsorship Opportunities

AVAILABLE

Tour de France Sponsorship

\$700+ Donation

- Signage at event
- 2 free ride registrations, 2 event t-shirts and 2 lunch tickets
- Facebook + Instagram post promoting your business

AVAILABLE

Race Across America Sponsorship

\$500+ Donation

- Signage at event
- 1 free ride registration, 1 event t-shirt and 1 lunch ticket
- Facebook + Instagram post shout-out

AVAILABLE

Transcontinental Race Sponsorship

\$300+ Donation

- 1 free ride registration, 1 event t-shirt and 1 lunch ticket
- Facebook + Instagram post shout-out



Ride With Us

ENTRY FEES

- **Adults (18+): \$45**
 - Includes event t-shirt & lunch ticket
- **Youth (13-17 yrs): \$30**
 - Includes event t-shirt & lunch ticket
- **Kids (12 and under): FREE**
 - event t-shirt & lunch ticket sold separately

Registration is required for all riders.
Online registration ends Friday, October 2.

SAME DAY REGISTRATION WILL BE AVAILABLE



Volunteer

We need volunteers to lend a hand with:

- Day Before Event (Route Sign Setup on Highways)
- Registration
- Lunch Setup
- Rest Stops
- Start & Finish Lines (Cheering!)
- Setup/Tear Down





Event Timeline

BRECKENRIDGE CITY PARK

7:30 A.M. CHECK-IN & REGISTRATION

8:30 A.M. WELCOME CEREMONY

9 A.M. READY, SET, PEDAL!

10 A.M. FAMILY FRIENDLY FESTIVITIES

11 A.M. LUNCH AND ENTERTAINMENT





WE APPRECIATE YOUR SUPPORT! NOW, LET'S RIDE.

FOR INQUIRIES REGARDING EVENT QUESTIONS, CHARITABLE CONTRIBUTIONS & SPONSORSHIP OPPORTUNITIES, OR PRESS AND MEDIA, EMAIL US AT CONTACT@PURECOUNTRYPEDAL.COM

PLEASE MAIL ALL DONATIONS TO:



**PURE COUNTRY PEDAL
P.O. BOX 1753
BRECKENRIDGE, TX 76424**



