



2017 Sponsorship Levels

16, 50, 80 and 100-mile road rides
benefiting the National Ability Center



TITLE - \$20,000

Exclusive Rights – Title Sponsorship is limited to one (1) company.

- Marketing awareness and logo placement on official Summit Challenge materials.
- Corporate name recognition in media regarding the event, including but not limited to, radio and television ads, PSAs, press releases and media advisories.
- Corporate logo or name recognition on Summit Challenge website, email campaigns and social media.
- On-site opportunities for company promotion and outreach, including corporate logo or name displayed at key areas, representative speaking time and outreach booth.
- Recognition during Event Village program announcements.
- Thank You Recognition in Park Record Ad.
- Entry for 6 riders in any distance of the Summit Challenge, official jerseys and access to VIP tent.

PRESENTING - \$10,000

- Marketing awareness and logo placement on Summit Challenge materials.
- Corporate name recognition in media regarding the event, including but not limited to, radio and television ads, PSAs, press releases and media advisories.
- Corporate logo or name recognition on Summit Challenge website, email campaigns and social media.
- Corporate logo or banner displayed at event.
- Recognition during Event Village program announcements.
- Thank You Recognition in Park Record Ad.
- Entry for 4 riders in any distance of the Summit Challenge, official jerseys and access to VIP tent.

GOLD - \$5,000

- Marketing awareness and logo placement on Summit Challenge materials.
- Corporate name recognition in event PSAs, press releases and media advisories.
- Corporate recognition on Summit Challenge website and social media.
- Corporate logo or banner displayed at event.
- Recognition during Event Village program announcements.
- Thank You Recognition in Park Record Ad.
- Entry for 2 riders in any distance of the Summit Challenge, official jerseys and access to VIP tent.

Silver - \$2,500

- Marketing awareness and logo placement on Summit Challenge materials (based on availability).
- Corporate logo or name recognition on Summit Challenge website.
- Corporate logo or banner displayed at event.
- Thank You Recognition in Park Record Ad.
- Entry for 2 riders in any distance of the Summit Challenge and access to VIP tent.

Bronze - \$1,000

- Corporate logo or name recognition on Summit Challenge website.
- Corporate logo or banner displayed at event.
- Thank You Recognition in Park Record Ad.
- Entry for 2 riders in any distance of the Summit Challenge.



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Event Village Vendor - \$250

- Corporate logo on Summit Challenge website.
- Corporate logo or banner displayed at event.
- Opportunity to sell merchandise at Event Village.
(10% product sales donated to NAC, 20% food/beverage sales donated to NAC)
- Opportunity to set up a 10' x 10' tent & table in Event Village.

Rest Stop Sponsor

- Banner displayed at starting line of cycling course.
- Participation in Summit Challenge Best Rest Stop competition.
- Rest Stop Sponsors are encouraged to find ways of branding their stop with music, refreshments, or brief activities for participants.

Rest Stop Sponsors provide:

5+ Volunteers day of ride
**Rest Stop Captain
Chairs and tables
Company Signage (for rest stop & ride starting line)
10' x 10' Tent with 40-50lbs weights
–may be company branded.

National Ability Center provides:

Water Coolers
Cups
Ice Coolers
Other Supplies

**Rest Stop Captain recruits and schedules volunteers, assists with set-up and clean-up, serves as point of contact for the sponsoring organization & emergency contact for rest stop on the day of the ride.

In-Kind Opportunities

Needed Items Include:

Breakfast - juice, coffee, pastries, fruit, granola bars
Snacks - energy bars & gel, trail mix, fruit snacks, candy bars, cookies, chips, etc.
Fundraising/ Opportunity Drawing Items – cycling-specific items, dining & entertainment gift certificates, beer & wine, goods or services
Participant Swag Bag Items - branded items, gift certificates/vouchers (800 of similar item)

For event details or to become an event sponsor please contact:

Carey Cusimano, Major Gifts

435.649.3991 or careyc@discovernac.org

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