



Sponsorship Opportunities

The 1st Annual Vermont Mountain Bike Festival will be held in Waterbury on July 12-13, 2008. Waterbury has some of the finest mountain bike trails in New England and this festival will attract approximately 250 mountain bikers from across the northeast and Canada, eager for a weekend of riding and socializing.

The festival will feature a central gathering area where the bikers will congregate before and after rides, as well as a Saturday evening event and Sunday afternoon event at local establishments.

The average mountain biker is well educated and affluent. They believe in supporting local business and aren't afraid to try new products – the sort of person that you'd like to call a customer.

We understand that there are a lot of worthy causes that compete for your marketing dollars. We have developed a sponsorship program that we feel will give you several opportunities to reach this key audience. The sponsorship packages are as follows:

Gold Sponsor – \$500

- o Recognition as a top sponsor (with logo) on website and signage
- o Photo, 50 word description and link on the festival website
- o 1/2 page ad in event program
- o Editorial write up in event program
- o Banner at festival center
- o Insert into attendee bag
- o Prime 10x10 exhibit placement at festival expo

Silver Sponsor – \$250

- o Recognition as a Silver Sponsor (with logo) on website and signage
- o Insert into attendee bag
- o 1/4 page ad (business card size) in event program
- o 10x10 exhibit space at festival expo

Bronze Sponsor – \$100

- o Recognition as a sponsor on website and signage (with logo)
- o link on the festival website
- o 1/4 page ad (business card size) in event program

Opportunities for special sponsorship

- o Saturday breakfast – sponsor coffee and donuts/bagels
- o Saturday BBQ
- o Saturday evening event
 - + Band sponsor
 - + Beverage sponsor
- o Sunday breakfast sponsor
- o Sunday afternoon event sponsor



To secure your sponsorship, please complete the attached form and mail it to Five Hills Bikes, Attn: Mandy Wisell 2 North Main St Ste 2, Waterbury, VT 05676 or email to mandy@bike29.com



Sponsorship Application

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Website: _____

Email Address: _____

Sponsorship Package Desired: Gold \$500

Silver \$250

Bronze \$100

Please contact me to discuss a special sponsorship

Checks should be made payable to Stowe Mountain Bike Club

Please provide materials for website (eg. logo (jpeg or gif file format), link, photo, and/or description) asap.

Ad materials are due by July 1. Please email high-res pdf file to mandy@bike29.com



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