

JOIN US FOR THE

TOWN CHALLENGE MTB RACE SERIES

JUNE - AUGUST



2022

SPONSOR GUIDE



2022 TOWN CHALLENGE

SPONSORSHIP OPPORTUNITIES

LIKE EACH OF OUR RACES, THE TOWN CHALLENGE MTB RACE SERIES IS A UNIQUE MARKETING OPPORTUNITY FOR BUSINESSES LOOKING TO CONNECT TO THEIR TARGET CONSUMERS AND THE COMMUNITY. OUR SPONSORSHIP PACKAGES INCLUDE A VARIETY OF PROMOTIONAL OPPORTUNITIES, AND WE CAN WORK WITH YOU TO DEVELOP A PACKAGE THAT MAXIMIZES YOUR EXPOSURE, AND MEETS YOUR BUSINESS GOALS AND BUDGET.

SPONSORSHIP BENEFITS	DIAMOND \$1,000 CASH OR \$1,500+ IN-KIND	GOLD \$750 CASH OR \$1,000+ IN-KIND	SILVER \$500 CASH OR \$750+ IN-KIND	BRONZE \$250 CASH OR \$500+ IN-KIND
# OF FREE RACE VOUCHERS COMPLIMENTARY INDIVIDUAL RACE ENTRIES	8 INDIVIDUAL RACES	6 INDIVIDUAL RACES	4 INDIVIDUAL RACES	2 INDIVIDUAL RACES

PRE-RACE RECOGNITION

SOCIAL MEDIA PROMOTION LOGO INCLUSION ON TOWN CHALLENGE FACEBOOK ADS AND POSTS	●	●	●	●
WEBSITE PRESENCE LOGO INCLUSION W/ LINK TO COMPANY WEBSITE ON TOWNCHALLENGE.COM	●	●	●	●
E-MAIL BLASTS LOGO INCLUSION / SPONSOR RECOGNITION ON ALL RACER COMMUNICATIONS	●	●	●	●
RACE POSTER LOGO INCLUSION ON TOWN CHALLENGE EVENT POSTERS DISTRIBUTED LOCALLY	●	●	●	●
RADIO ADVERTISEMENTS SPONSOR RECOGNITION ON ALL STEAMBOAT RADIO PROMOS (3+ MONTHS)	●	●	●	●
LIVE RADIO PROMOS SPONSOR RECOGNITION ON STEAMBOAT RADIO DJ LIVE READS	●	●	●	●
PRINT ADVERTISEMENTS LOGO INCLUSION ON ALL PRINT ADS IN THE STEAMBOAT TODAY NEWSPAPER	●	●	●	●

AT-RACE RECOGNITION

BANNER BOOTH OPPORTUNITY TO HANG BANNER AND/OR SET UP BOOTH ON-SITE AT RACES/EVENTS	●	●	●	●
LIVE ANNOUNCEMENTS SPONSOR RECOGNITION DURING RACES AND AT ALL PRE/POST RACE EVENTS	●	●	●	●

POST-SERIES RECOGNITION

THANK YOU ADVERTISEMENT LOGO INCLUSION IN POST-RACE "THANK YOU" AD IN THE STEAMBOAT TODAY NEWSPAPER	●	●	●	●
THANK YOU E-MAIL BLAST LOGO INCLUSION IN POST-RACE "THANK YOU" E-BLAST SENT TO ALL PARTICIPANTS	●	●	●	●

KIDS RACE SPONSORSHIP
\$250 CASH OR \$500+ IN-KIND

SUPPORT LOCAL YOUTH AGES 5 - 12 BY SPONSORING OUR KIDS RACES THIS SEASON. YOUR GENEROUS CONTRIBUTION WILL PROVIDE FUN PRIZES AND POPSICLES AT EACH OF OUR RACES. IN RETURN, YOU'LL RECEIVE PRESENTING SPONSOR RECOGNITION FOR THE KIDS RACES AND ALL BRONZE LEVEL BENEFITS.

COMBO PACKAGES (CASH + IN-KIND) AVAILABLE | IN-KIND \$ AMOUNTS ABOVE = WHOLESALE VALUE



WIDELY RECOGNIZED EVENT - 33 Years and Counting!

TRUE COMMUNITY ACTIVITY - 98% of Racers are Locals!

STRONG ATTENDANCE

Over 130 Participants and Spectators per Race

EXTENDED EXPOSURE - 5 Races Over 3 Months

Post-Race Activities | Pre/Post Season Promotion/Events

DIVERSE AUDIENCE - Youth | Adult | Families

STRONG PROMOTIONAL MIX

Onsite | Online | Print | Radio | Social Media

2022 RACE SCHEDULE

JUNE 1 - Marabou Ranch

JULY 27 - Emerald Mountain | Howelsen Hill

JUNE 22 - Emerald Mountain | Howelsen Hill

AUGUST 10 - Buffalo Pass Hill Climb

JULY 13 - Oak Creek Mountain Park

AUGUST 17 - Community Ride | Dinner | Awards

2022 SPONSORSHIP AGREEMENT

SPONSORSHIP LEVEL

- DIAMOND SPONSORSHIP: \$1,000 CASH OR \$1,500+ IN-KIND
- GOLD SPONSORSHIP: \$750 CASH OR \$1,000+ IN-KIND
- SILVER SPONSORSHIP: \$500 CASH OR \$750+ IN-KIND
- BRONZE SPONSORSHIP: \$250 CASH OR \$500+ IN-KIND
- KIDS RACE SPONSOR: \$250 CASH OR \$500+ IN-KIND

CONTACT

FOR MORE INFORMATION
OR TO BECOME A 2022
TOWN CHALLENGE SPONSOR,
PLEASE CONTACT:

EMILY HINES
EHINES@STEAMBOATSPRINGS.NET
970-871-7031

CASH: _____ IN-KIND VALUE: _____ TOTAL: _____

NOTES/DETAILS:

BUSINESS NAME: _____

CITY REPRESENTATIVE: _____

BUSINESS REP. NAME: _____

CITY REP. POSITION: _____

SIGNATURE: _____

SIGNATURE: _____

DATE: _____

DATE: _____

BY SIGNING, ALL PARTIES AGREE TO THE SPONSORSHIP PACKAGE AS LISTED IN THE
2022 SPONSORSHIP OPPORTUNITIES AND/OR THE DETAILS OF THE AGREEMENT OUTLINED ABOVE.