-MTB RACE SERIES - SKI ASCENT SERIES -





2022-2023 SPONSOR GUIDE

TOWN CHALLENGE HIGHLIGHTS

Town Challenge Ski Ascent Series



EXTENDED EXPOSURE - Multiple Races/Events Across 4 Months Races | Post-Race Parties | Pre/Post Season Promotion & Events

DIVERSE AUDIENCE - Youth | Adult | Families | Locals | Visitors

STRONG PROMOTIONAL / MARKETING MIX Onsite | Online | Print | Radio | Social Media

RACE OPPORTUNITIES FOR ALL AGES & ABILITIES 3 Unique Divisions/Courses Based on Age/Ability/Equipment

PROVEN TRACK RECORD & GROWTH Expansion of Long Standing Event w/ Strong Communities Ties Entering Third Season w/ Upward Trend in Participation

Town Challenge MTB Race Series



WIDELY RECOGNIZED EVENT - 34 Years and Counting!

TRUE COMMUNITY EVENT - 95% of Racers are Locals

STRONG / GROWING PARTICIPATION Approximately 200 Participants and Spectators per Race

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SPONSORSHIP OPPORTUNITIES

INDIVIDUAL RACE SPONSOR

In addition to the series sponsorship opportunities listed on page 3, we are also excited to offer individual race sponsorships. Help enhance the racer experience at each of our races by providing cash or in-kind items.

\$300 CASH or \$360+ IN-KIND

(Exclusive - One Sponsor Per Race) All cash contributions will be utilized to supply the race enhancements listed below.

IN-KIND donations could include any one of the following:

- Participant meal at post-race party
- Participant beverages at post-race party
- Prize items for post-race participant giveaways

INDIVIDUAL RACE SPONSOR BENEFITS

- **Designation** "Presenting Race Sponsor" designation for specific race.
- Social Media-"Presenting Race Sponsor" designation in all race specific social media posts.
- **TownChallenge.com**-"Presenting Race Sponsor" designation online (race calendar, race details, etc.).
- **E-Mail Blasts** "Presenting Race Sponsor" designation in all race specific e-mail communications to race participants.
- **Radio Promos** "Presenting Race Sponsor" designation in all race specific radio promos on Steamboat Radio.
- Onsite Presence- Ability to set up a tent and display banner at race.
 - Race Entries Two (2) entries for specific sponsored race.

SPONSORSHIP OPPORTUNITIES

LIKE EACH OF OUR RACES, THE TOWN CHALLENGE 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, WHILE MEETING YOUR BUSINESS GOALS AND BUDGET. WE LOOK FORWARD TO RACING WITH YOU!

	SPONSORSHIP BENEFITS	DIAMOND SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
		\$3,000 CASH or \$3,600+ IN-KIND	\$2,000 CASH or \$2,400+ IN-KIND	\$1,500 CASH or \$1,800+ IN-KIND	\$1,000 CASH or \$1,200+ IN-KINI
	SPONSOR EXCLUSIVITY	SS, BOUT IN-KIND NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIVE UNLIMITED SPONSORS	NON-EXCLUSIV UNLIMITED SPONSORS
ANO	# OF FREE RACE ENTRIES	18 RACE ENTRIES (ACROSS BOTH SERIES)	14 RACE ENTRIES (ACROSS BOTH SERIES)	12 RACE ENTRIES (ACROSS BOTH SERIES)	10 RACE ENTRIES (ACROSS BOTH SERIES
	PRE-RACE RECOGNITION				
	SOCIAL MEDIA PROMOTION SPONSOR RECOGNITION & TAGS ON ALL TOWN CHALLENGE SOCIAL MEDIA POSTS		•		•
U	WEBSITE PRESENCE LOGO INCLUSION / SPONSOR RECOGNITION ON TOWNCHALLENGE.COM WEBSITE	•	\bullet		\bullet
	E-MAIL BLASTS LOGO INCLUSION / SPONSOR RECOGNITION ON ALL RACER COMMUNICATIONS		\bullet		\bullet
	RACE SERIES POSTER LOGO INCLUSION ON TOWN CHALLENGE EVENT POSTERS DISTRIBUTED LOCALLY		\bullet		
	PROMOTIONAL MATERIALS LOGO INCLUSION / SPONSOR RECOGNITION IN ALL COLLATERAL & PROMOTIONAL ITEMS		\bullet		
	PRINT ADVERTISEMENTS LOGO INCLUSION / SPONSOR RECOGNITION IN ALL TOWN CHALLENGE PRINT ADS				
	RADIO PROMOS SPONSOR RECOGNITION ON ALL TOWN CHALLENGE RADIO PROMOS (4+ MONTHS)				
	AT-RACE RECOGNITION				
	ON-SITE PRESENCE OPPORTUNITY TO SET UP A TABLE/BOOTH ON-SITE AT RACES/EVENTS		\bullet	\bullet	
	LIVE ANNOUNCEMENTS SPONSOR RECOGNITION DURING RACES AND AT ALL PRE/POST RACE EVENTS				
	SPONSOR BANNER OPPORTUNITY TO SUPPLY AND DISPLAY BANNER AT ALL RACES/EVENTS	•		•	
	POST-RACE RECOGNITION				
	THANK YOU ADVERTISEMENT LOGO INCLUSION IN TOWN CHALLENGE END-OF-SEASON "THANK YOU" AD	•	•	•	•

PRICES LISTED ABOVE INCLUDE THE OUTLINED SPONSORSHIP BENEFITS FOR BOTH THE SKI ASCENT SERIES AND MTB RACE SERIES UNLESS OTHERWISE NOTED

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SPONSORSHIP	LEVEL					
	SOR: \$3,000 CASH or \$3	5,600+ IN-KIND				
GOLD SPONSOR: \$2,000 CASH or \$2,400+ IN-KIND						
	\$1,500 CASH or \$1,800)+ IN-KIND				
BRONZE SPONSO	R: \$1,000 CASH or \$1,20)0+ IN-KIND				
	E SPONSOR: \$300 CASH	I or \$360+ IN-KIND				
CASH:	IN-KIND VALUE:	TOTAL:				
NOTES/DETAILS:						
BUSINESS NAME:	CITY	REPRESENTATIVE:				
BUSINESS REP. NAME:		CITY REP. POSITION:				
SIGNATURE:		SIGNATURE:				
DATE:		DATE:				
CONTACT INFORM	ATION: PA	YMENT BY CHECK:				
FOR MORE INFORMATION OR TO BECOME A 2022-2023 TOWN CHALLENGE SPONSOR, PLEASE CONTACT:		PLEASE MAKE CHECKS PAYABLE TO: City of Steamboat Springs MEMO: Town Challenge Sponsorship				
Austin Cagaanan Recreation Supervisor - Adult acagaanan@steamboatspriv	_	O. Town Challenge sponsorship				
acagaananestoamboatspii	ngs.net 970.871.7042 City	. CHECKS TO: of Steamboat Springs - Parks & Recreation 30x 775088				

TO PAY VIA CREDIT CARD, PLEASE CONTACT: Austin Cagaanan | 970.871.7042

Thauk You For Your Support!

BY SIGNING, ALL PARTIES AGREETO THE SPONSORSHIP PACKAGES OUTLINED IN THE "SPONSORSHIP OPPORTUNITIES" CHART ON PAGE 3 AND/OR THE DETAILS OF THE AGREEMENT OUTLINED ABOVE.