

# TOWN CHALLENGE

— 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.

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!

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

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

# 2022-2023 SPONSORSHIP AGREEMENT

## SPONSORSHIP LEVEL

- ☐ **DIAMOND SPONSOR:** \$3,000 CASH or \$3,600+ IN-KIND
- ☐ **GOLD SPONSOR:** \$2,000 CASH or \$2,400+ IN-KIND
- ☐ **SILVER SPONSOR:** \$1,500 CASH or \$1,800+ IN-KIND
- ☐ **BRONZE SPONSOR:** \$1,000 CASH or \$1,200+ IN-KIND
- ☐ **INDIVIDUAL RACE SPONSOR:** \$300 CASH 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 INFORMATION:

FOR MORE INFORMATION OR TO BECOME A 2022-2023  
TOWN CHALLENGE SPONSOR, PLEASE CONTACT:

Austin Cagaanan  
Recreation Supervisor - Adult Programs  
acagaanan@steamboatsprings.net | 970.871.7042

## PAYMENT BY CREDIT CARD:

TO PAY VIA CREDIT CARD, PLEASE CONTACT:

Austin Cagaanan | 970.871.7042

## PAYMENT BY CHECK:

PLEASE MAKE CHECKS PAYABLE TO:

City of Steamboat Springs  
MEMO: Town Challenge Sponsorship

MAIL CHECKS TO:

City of Steamboat Springs - Parks & Recreation  
P.O Box 775088  
Steamboat Springs, CO 80477

*Thank You For Your Support!*

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