



Sponsorship Opportunities and Benefits

Northern Neck RiverRide Presenting Level Sponsorship \$2,500

- Exclusivity (sponsorship will not be accepted from other companies in your industry)
- Large brand identification on event t-shirts
- Name/Logo in print advertising
- Presenting sponsor recognition on Front page of event brochure / map
- Company information/literature included in participants' registration packets
- Name/Logo hotlink on RiverRide's homepage and sponsor website as presenting sponsor
- Company banner prominently displayed at registration and hospitality area (Company provides the banner)
- Sampling and display opportunities at registration
- Presenting sponsor name/logo on registration PDF, online registration form, website, press releases, and electronic newsletters
- Name/Logo on start line banner

Northern Neck RiverRide Gold Level Sponsorship \$1,500

- Small brand identification on event t-shirts
- Name/Logo on event brochure / map
- Company information/literature included in participants' registration packets
- Web site Ad
- Name/Logo hotlink on RiverRide's sponsor website
- Sampling and display opportunities at a RiverRide Welcome Center

Silver Level Sponsorship \$500

- Name on event brochure / map (**Applications must be submitted by August 1, 2011**)
- Name listed as sponsor on event t-shirts (**Applications must be submitted by September 1, 2011**)
- Block Ad on event tour books
- Company information/literature included in participants' registration packets
- Name **hotlink** on RiverRide's sponsor website

Bronze Level Sponsorship \$100

- Name on event brochure / Map
- Name listed as sponsor on event t-shirts
- Name on RiverRide's sponsor website

Non-Profit Fundraising Level

- Same as Silver Level
- Must comply with the following:
 - Bring 20 or more riders
 - Register together
 - Event Check-In together
 - Team discount