



The Northern Neck RiverRide

The Northern Neck RiverRide is coming September 24, 2011 and you are invited to be part of this exciting event. Over 500 cyclists are expected to participate in the scenic tour highlighting the roads and byways of the lower Northern Neck. Your company could be featured in advertising on cycling internet sites, brochures, T-shirts, and flyers for the event. Just think of the investment you will make for the community and for your company with just a small contribution.

An event of this magnitude takes a tremendous amount of effort. We need a large number of sponsors to make this ride a success for the Northern Neck. Sponsorship levels range from Presenting to Bronze. Each sponsor will receive a special gift from the Northern Neck RiverRide organization and the opportunity to expand their donation into different levels of marketing. Additionally, sponsors of the rest stops (Gold Level - \$1,500) will create an opportunity for local clubs and organizations to earn money too. It's a win-win situation for all Northern Neckers.

The Northern Neck RiverRide will offer cyclists tours from a family oriented, 10-mile route to a 100-mile route for the more adventurous cyclist. With over 800 riders coming, the economic impact on the community will be significant. Kilmarnock, Virginia will host the riders at the staging areas prior to the event and it will serve as the main site for Saturday evening activities.

Due to the substantial personal financial commitment associated with recreational cycling, the annual per-capita income levels of the participants are consistently better than double the national average. The Northern Neck RiverRide has created an event with an optimal marketing profile/demographic for our event Sponsors and the Northern Neck area in general.

Please review the sponsor packet and select a level at which you would like to contribute. As a chapter member of BikeWalk Virginia, all contributions to the Northern Neck RiverRide are tax deductible.

For more information and opportunities to be a sponsor of the Northern Neck RiverRide, contact Lancaster by the Bay Chamber event coordinator Edie Johns Jett at 804-435-6092 or info@lancasterva.com. Thank you for supporting the Northern Neck RiverRide.

Sincerely,

Lancaster by the Bay Chamber of Commerce