

# 50<sup>th</sup> Annual Virginia City 100-Mile Ride Sponsorship Opportunities



Sponsorship donations are gladly accepted in both product or monetary support, or any combination thereof. Product donations must be approved by Ride Management. We currently have a Facebook reach of 500+ unique individuals and similar statistics on the NASTR.org website. We are anticipating 60-75 riders for this year's 50<sup>th</sup> Annual 100-mile Event on September 16, 2017 with many additional crews, volunteers and spectators. Funds will be used for necessary trail improvements, event overhead and ride promotion. Nevada All-State Trail Riders is a 501(c)(3) organization.

**DEADLINE FOR INCLUSION IN THE PROGRAM IS AUGUST 25, 2017. CONTACT [VC100Ride@gmail.com](mailto:VC100Ride@gmail.com) for further information or to enroll as a sponsor.**

## Silver Sponsor (\$100-\$299)

- Placement of logo and website link on the NASTR.org Sponsorship page as a Ride Sponsor
- Use of the representation that the sponsor is an "Official Sponsor of the 50<sup>th</sup> Annual Virginia City 100-mile Ride"
- ¼ page (4" x 5") black & white ad in official ride brochure which is distributed to all participants (Sponsor to provide artwork)
- Product and/or promotional materials, if provided, will be included in Rider Packets
- Sponsor banner, if provided, will be displayed at the VC100 Ride basecamp

## Gold Sponsor (\$300-\$499) In addition to the Silver Sponsor:

- Quarterly promotional mention on the Nevada All-State Trail Riders Facebook Group, sponsor may supply advertising verbiage to be mentioned
- ½ page (8" x 5") black & white ad in official ride brochure which is distributed to all participants (Sponsor to provide artwork, this ad supersedes Silver Ad size)
- Sponsor logo will be included on printing of volunteer ride t-shirts (Sponsor to provide artwork)

## Diamond Sponsor (\$500-\$999) In addition to the Gold Sponsor:

- Monthly promotional mention on the Nevada All-State Trail Riders Facebook Group, sponsor may supply advertising verbiage to be mentioned
- Full page (8" x 10") black & white ad in official ride brochure to be distributed to all participants (Sponsor to provide artwork, this ad supersedes Gold Ad size)
- Consideration for exclusivity to product or category and use of the phrase "Official PRODUCT of Nevada All State Trail Riders and the Virginia City 100-Mile Ride"

## Platinum Sponsor (\$1,000 and up) In addition to the Diamond Sponsor:

- One free entry to the Virginia City 100 Mile Ride, must be used by 2018
- Opportunity to have a vendor booth and pass out literature and/or have a hosted activity
- Use of Virginia City Ride participant email and mailing list
- Full page (8" x 10") COLOR ad in official ride brochure to be distributed to all participants, opportunity for back cover placement available on a first-come basis (Sponsor to provide artwork, this ad supersedes Diamond Ad size)

## Award Sponsor (Varies)

Please contact us to become the title sponsor of a particular award of your choice. Award will state "Sponsored by xxx".

- First Place • Best Condition • Top Ten • First in Division • Completion
- Specialty Award (Breed, Oldest Rider, etc)

