



## 2022 SPONSORSHIP for June 11, 2022

**HANDLE BAR SPONSOR \$5,000:** Company logo on rider jerseys & shirts, large company banner at start/finish lines (provided by company or made in-house), company logo on all promotional & marketing materials (social media, press, radio, website, etc.), registration for 10 riders with 10 shirts & 10 Taste of Muskegon tickets included.

**GEAR SPONSOR \$3,000:** Company logo on rider shirts, medium company banner at start/finish lines (provided by company or made-in-house), company logo on all promotional & marketing materials (social media, press, radio, website, etc.), registration for 5 riders with 5 shirts & 5 Taste of Muskegon tickets included.

**SPOKES SPONSOR \$1,500:** Company name on rider shirts, company name on all promotional & marketing materials (social media, press, radio, website, etc.), company banner (only if provided) at finish/start lines.

**AID STATION SPONSOR:** Volunteer to run Aid Stations for rider stops with donation of food and drinks for riders, and opportunity for self-promotion of company (including but not limited to: tents, signs, banners, shirts, hats, etc.)

**SWAG-BAG DONATIONS:** Donation of promotional products for rider bags (i/e: Chapstick, sunscreen, hand sanitizer, coupons, koozies, facemasks, etc.)

### **RIDE UNITED SPONSORSHIP PROVIDES INCREDIBLE MARKETING VALUE:**

- Your sponsorship will be mentioned in United Way's **Friday 5** sent to over **10,000 supporters**, weekly.
- **Partnering with Taste of Muskegon for the Finish Line party** is extra exposure of your sponsorship to Taste of Muskegon attendees.

Organization: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Level:     Handle Bar Sponsor (\$5,000)     Gear Sponsor (\$3,000)     Spokes Sponsor (\$1,500)  
                                  Aid Station Sponsor     Swag Bag Donations