

2018 SPONSORS NEEDED!

On-Course Vendor \$50

Spot located near finish line of race to sell your products

Bronze Sponsor: \$500

Naming rights for Men Cat 3-4 or Men Cat 5

Small logo on website

Small logo on ALL media for race (flyers, postcards, social media)

1 course banner

Name announced throughout sponsored race

Booth on race home stretch

Silver Sponsor: \$1,000

Naming rights for one of the Master's Races (35+, 45+, 55+)

Medium logo on website

Medium logo on ALL media for race (flyers, postcards, social media)

Up to 3 course banners

Name announced throughout sponsored race

Booth on race home stretch

Gold Sponsor: \$2,500

Naming rights for Pro-Men or Pro-Women Race

Large logo on website

Large logo on ALL media for race (flyers, postcards, social media)

Up to 5 course banners

Name announced throughout sponsored race

Booth on race home stretch

Title Sponsor: \$5,000

Overall race title rights

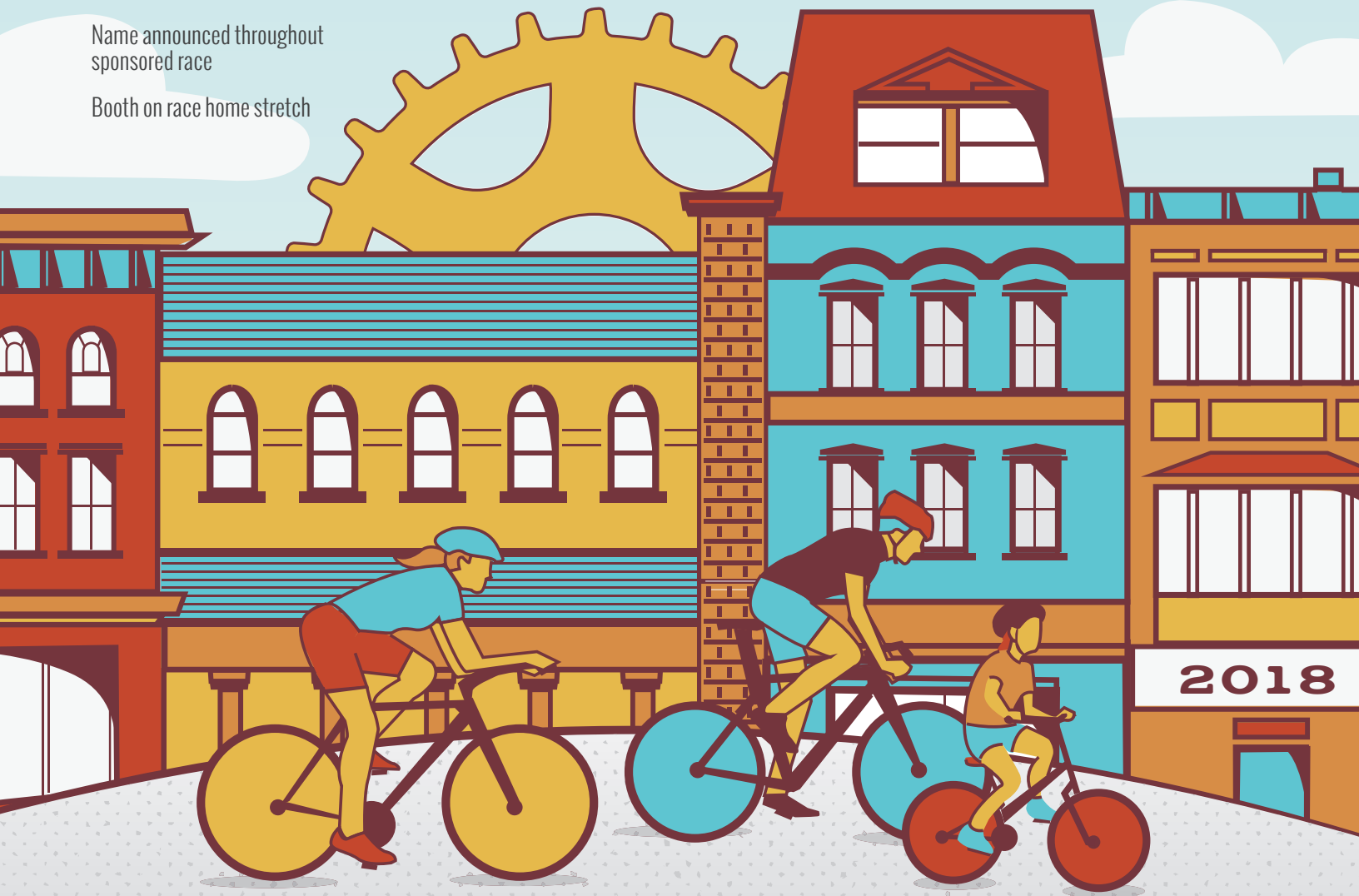
Premier logo placement on website

Premier logo placement on ALL media for race (flyers, postcards, social media)

Unlimited course banners

Name announced in every race

Booth on race home stretch



Interested in Sponsorship? Contact Dawn: pottstownbikerace@hotmail.com | 610-570-7153

2017 MARKETING STATISTICS

- Established www.pottstownbikerace.com
- 100 poster size flyers displayed in Pottstown businesses
- 2500 postcards delivered to residents of Pottstown
- 2 Pottstown billboard ads (Glocker & Dairy Queen)
- Race coverage by 3 newspapers prior to the race
- Race-day coverage by 3 newspapers
- Facebook page with over 11K weekly total reach & more than 1K engaged
- 300+ racers
- 40+ children (each received a free helmet & prizes)
- Numerous race-day spectators lining the streets & gathering in the Beer Garden

2018 GOALS

- Create more sponsorship visibility & resident awareness with a Bike Race Web page
- Create a volunteer option on the web page
- Continue posters
- Continue flyers with enhanced church awareness
- Further enhance social media presence
- Increase racer registration to 400
- Increase borough business participation via vendor booths
- Increase spectator attendance with prizes for visiting vendors
- Continue newspaper engagement
- Have race T-shirts for volunteers & for sale

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