

Sponsorship Plan Outline

Introduction

NAEM OF RACE (ex. Race Across America) is a premier endurance event that challenges athletes to push their physical and mental limits over a distance of 3000+ miles. This race attracts competitive cyclists, cycling enthusiasts, fitness professionals, and spectators who are passionate about outdoor sports, endurance challenges, and the cycling community. Our participation offers a unique opportunity for brands to align with an exciting, adrenaline-fueled event that promotes athleticism, adventure, and perseverance.

Event Overview

- **Event Name:**
- **Date:**
- **Location:**
- **Distance:**
- **Target Audience:**
- **Media Reach:**

Sponsorship Levels

We offer multiple sponsorship packages tailored to your brand's objectives and budget. Each level provides significant visibility before, during, and after the event, ensuring your brand reaches a broad and engaged audience.

Sponsorship Tiers

Gold Sponsor - \$x,xxx

The Title Sponsor will be the official partner of our race and receive the highest level of exposure across all platforms.

Benefits:

- **Logo placement**
- **Official product placement**
- **Prominent branding** (ex. Support vehicle)
- **Media Coverage**
- **Social Media:** XX+ dedicated posts across all event platforms (Facebook, Instagram)
- **Exclusive Interview** Feature your brand in pre-event or post-race interviews

Silver Sponsor - \$x,xxx

The Platinum Sponsor enjoys premium branding visibility and strong integration our race platform.

Benefits:

- **Logo placement:**
- **Social Media:** X+ posts across event platforms (Facebook, Instagram,)
- **Exclusive content:** Sponsored blog post or email newsletter mention
- **Branding:** (ex. Support vehicle)
- **Media Mentions:**

Bronze Sponsor - \$x,xxx

The Gold Sponsor receives strong exposure and visibility.

Benefits:

- **Logo placement:**
- **Prominent branding** (ex. Support vehicle)
- **Social Media:** X posts across social platforms promoting your brand

Additional Sponsorship Opportunities

- **Time Stations:** \$XXX
Sponsor specific time stations along the race course.
- **Mileage:** \$XXX
Pledge aspecified amount of money for each mile
- **Day:** \$XXX
Sponsor a specific day of the race.

*Be creative in how you might activate these items

*Be willing to make public appearances before and after the event

Audience Demographics & Benefits

By partnering with us, your brand will have access to the following demographic:

- **Cycling Enthusiasts**
- **Health and Fitness Buffs**
- **Local and National Reach**
- **Media Exposure**

Measurement and ROI

To ensure the success of your sponsorship, we will provide a post-race recap and detail the use of sponsorship.

Conclusion

The Name of Race offers a unique opportunity to align your brand with a challenging and inspiring athletic event. Whether you're looking to engage with dedicated cyclists or increase awareness of your brand within the broader sports community, our sponsorship program provides a platform to achieve your marketing goals while showcasing your brand's commitment to health, endurance, and outdoor adventure.

We look forward to partnering with you for an unforgettable event.