

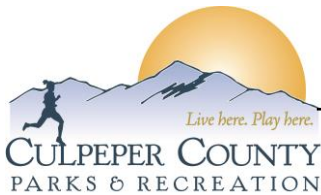
2020

Sponsorship

Culpeper Cycling Century



www.CulpeperRecreation.com



WHY SPONSOR

Event marketing is quickly becoming the wave of the future. People want to participate and not just consume. They want to feel good about their purchase(s). Sponsorship offers a chance for people to connect – not just brands to people, but people to people and to their communities.

Sponsorship of Culpeper County Parks & Recreation's special events not only gets your name in front of potential customers, it gives you benefits to fit your needs and wants:

- Maximum exposure – as an official sponsor of the Culpeper Cycling Century, your organization will have a tailored opportunity to interact with more than 500 event participants;
- Allows you and your employees to directly interact with event participants;
- Visibility and signage on the grounds;
- Promotional rights – opportunity to create pre-event traffic to your business;
- Sampling opportunities;
- Admission to events;
- Show support for the community.

Social Media Presence

Facebook: 2,511 Likes 2,715 Followers

PAST CULPEPER COUNTY PARKS & RECREATION EVENT SPONSORS

*Battlefield Automotive	*Best Western - Culpeper Inn	*Bike Stop
*Bobby Elkins	*Briggs Corner Industrial Centre	*Brightwood General Store
*Brooks Chiropractic Clinic	*Buffalo Wild Wings	*Chamois Butt'r
*Croftburn Market	*Culpeper Medical Associates	*Culpeper Regional Health Systems
*Culpeper Surgery Center LLC	*Culpeper Wellness Foundation	* Davis Street Pier Seafood
*dexMedia	*Euro-Composites Corp.®	*Elliott DeJarnette, Attorney at Law
*Friendship Heights, LLC	*Gadino Cellars	*Gayheart & Willis, P.C.
*Gold's Gym	*Haymarket Bicycles, LLC	*Holiday Inn Express Culpeper
*HomeAdvisor	*Jane & Charles Barrell	*Jefferson Homebuilders Inc.
*K Art & Design, Inc.	*LDL Rentals LLC	*Loving & Associates
*Merchants Grocery Co., Inc.	*Miller / Warrenton Toyota	*Mills Dayton & Company PC
*Noah Consulting LLC	*Piedmont Environmental Council	*Portrait Art by Elizabeth Bailey
*S.W.I.F.T.	*Safren Sales	*StellarOne
*SunTrust	*The Miller Realtors Co.	*Tom & Charla Reynolds
*Tropical Smoothie Café	*Unifirst	*VeloConcepts
*Village Frameworks	*Virginia Community Bank	* VMI Class of '76
*Virginia Orthopaedic Center & Spine Center	*Clevengers Corner Veterinary Care	
*Craig G. Hoover, O.D. and Associates	*Davies, Barrell, Will, Lewellyn & Edwards PLC	
*Fray Hudson Clark & Walker LLP – Attorneys	*Fredericksburg Foot & Ankle Center	
*Law Office of Marie Washington, PLC	*Subway - Southgate Shopping Center	

CONTACT INFORMATION

Tabitha Riley, Programs & Facilities Supervisor

Culpeper County Parks & Recreation

Ph: 540-727-3412 ext. 5 | Email: Triley@CulpeperCounty.gov

Website: www.CulpeperRecreation.com | Facebook: Culpeper County Parks and Recreation

**Culpeper Cycling Century
Sponsorship Packages – 2020**



ABOUT THE CULPEPER CYCLING CENTURY

The Culpeper Cycling Century event is held the first Saturday in October annually and is entering its thirteenth year in operation in 2020. The Culpeper Cycling Century is a “family-friendly” community event that welcomes hundreds of area residents and visitors while showcasing the best of Downtown Culpeper, Culpeper County and surrounding counties.

This 1-day event on **October 3rd, 2020** provides group cycling opportunities for all levels. With a 30 mile course open to those ages 11 & up, and also 60 & 100 mile courses open to ages 16 & up.

Event Partner: Culpeper Baptist Church (venue provider)

All net proceeds from this event go to the Culpeper Recreation Foundation, Inc. a 501(c)3 non-profit. Their mission is to build additional recreational amenities for the Culpeper community. A few of the past projects that have been completed with supporting funds from the Culpeper Cycling Century include 2 concession stands with restrooms, outfield fencing, and an inclusive playground at the Culpeper Sports Complex.

Revised: May 18, 2020

	\$5000 ***Naming Sponsor ONLY 1 AVAILABLE	\$1000 ***Ultra Sponsor ONLY 2 AVAILABLE	\$750 Tour Sponsor* ONLY 4 AVAILABLE	\$500 Stage Sponsor	\$250 Sprint Sponsor	\$100 or Door Prize Item valued at \$75+ Fan of the CCC
Booth Space	30'x30'	30'x30'	20'x20'	No	No	No
Banner Placement	6 – 4'x6'	4 – 4'x6'	3 – 4'x6'	2 – 3'x4'	2 – 3'x4'	Poster listing all Fans
Web & Digital Ads	Yes	Yes	Yes	Yes	Yes	Event Website Listing
Facebook Promotion	Yes (10)	Yes (6)	Yes (4)	Yes (2)	Yes (1)	No
Radio Ads	Yes	Yes	No	No	No	No
Print Ads	Yes	Yes	Yes	Yes	No	No
T-shirt (See page 6)	Logo on Front	Logo on Sleeve	Logo on Back	Logo on Back	Name in text on back	No
Souvenir Bag	Yes** Logo on Bag	Yes	Yes	Yes	Yes	Yes
Complimentary Event Shirts	10	5	3	1	No	No
Complimentary Event Registrations (Includes 1 event shirt)	10	5	3	2	1	No
Reserved Parking Pass	3	3	1	1	No	No

***TOUR SPONSOR** – Booth space will be at one of the four (4) rest stops for the participants.

****DON'T WAIT****

****SPONSORSHIP OPTIONS FOR THE NAMING, ULTRA, & TOUR SPONSOR LEVELS ARE LIMITED!!!****

PRINT & EMAIL ADVERTISEMENT

Print advertisements will be placed in a variety of formats that may include area newspapers, posters, and printed flyers. Printed advertisements will use your business logo as an official sponsor of the Culpeper Cycling Century.

Three (3) event reminder emails will be sent to approximately 3,500 unique email address. These emails will include your business logo or name (depending on level) as an official sponsor of the Culpeper Cycling Century.

The deadline for sponsors to ensure placement in **all** print ad & email materials is Friday, June 26, 2020. Sponsors confirmed after this date, will be included in any remaining print ads / emails available.

WEBSITE & SOCIAL MEDIA

Sponsors will receive promotion during the week of and prior to the event on the Culpeper County Parks & Recreation's social media site (Facebook: Culpeper County Parks and Recreation). Sponsors will also have their business listed as an official sponsor of the Culpeper Cycling Century on the event's website (www.CulpeperCyclingCentury.com) with a redirect link to your official homepage.

BANNER PLACEMENT

A banner featuring your business's name and logo will be displayed prominently at the Culpeper Cycling Century – either at the start / finish venue or at one (1) of the four (4) rest stops.

NOTE: The business/organization must supply the banner(s).

Banners must be delivered to the Parks & Recreation Administrative Office at 131 N. Main Street, Culpeper VA between September 21-25, 2020.

Banners will be available for pick up at the same location between October 5-9, 2020.

EVENT T-SHIRT

Designated sponsor levels will receive promotion on the Event T-shirt. Sponsors will be recognized by either having their logo or their business name in text on the event t-shirt that each of the participants will be receiving.

Naming Sponsor.....Logo on the Front of the shirt.

Ultra Sponsor..... Logo on the Right / Left Sleeve of the shirt.

Tour Sponsor.....Logo on the Back of the shirt, at the top.

Stage Sponsor.....Logo on the Back of the shirt, in the middle.

Sprint Sponsor.....Business name in text on the back of the shirt at the bottom.

Additional Notes

****Logos need to be provided digitally to Triley@CulpeperCounty.gov by September 4, 2020.**

****Logos need to be submitted in TWO file formats - .jpg and a vector file (example: .ai or .eps)**

The deadline for sponsors to ensure placement on the event t-shirt is September 4, 2020

SOUVENIR BAGS

All sponsor levels have the opportunity to include promotional items in the souvenir bag that each of the registered participants will be receiving. Please be creative! Your promotional items can be key chains, can koozies, head bands, hand sanitizer, hats, coasters, water bottles etc. Another possibility could be a coupon for a percentage off a sale or a coupon to come to your business to receive a free "item."

****Naming Sponsor** will have their logo printed on the department provided souvenir bags that participants receive.

All items to be included in the souvenir bags need to be delivered to the Parks & Recreation Administrative Office at 131 N. Main Street, Culpeper VA by Friday, September 18, 2020. Staff is also available for local pick up of items.

Additional Notes: Exact number of souvenir bags to be made will be determined by September 4th, 2020 but will not exceed a total of 500 bags.

EVENT MARKETING PLAN

Local / Regional Publications

- *Culpeper Times
- *Culpeper Star-Exponent

Digital Placement

- *Virginia is for Lover's
- *Culpeper Times
- *RacePacket
- *Multiple online event calendars and More!!
- *Culpeper Tourism
- *WJMA's online event calendar
- *Potomac Peddlers
- *County of Culpeper, VA
- *Fredericksburg Area Running Club
- *Facebook

Direct Email Marketing

- *Three (3) or more event registration reminders to approximately 3,500 unique email address
- *One (1) Pre-event welcome email to all participants
- *One (1) post-event thank you email to all participants

Welcome Video

- *Sponsors will be recognized on the Welcome / Safety video that will be published prior to the event via direct email, Facebook, event webpage, and Culpeper County webpage.



ADDITIONAL SPONSORSHIP NOTES AND INFORMATION

For all banners, the County of Culpeper, VA has sole discretion to determine whether the item(s) are appropriate for the event. The Culpeper Cycling Century is a "family-friendly" environment and any marketing materials that are counter will not be permitted.

NO REFUNDS will be provided in the event that a sponsor's marketing materials violate the family-friendly clause.

All sponsorship levels are available on a first come, first served basis. Please submit the sponsorship application with the "level" noted. The selection order will be based on the date the sponsorship application was received.

For additional information or questions, contact Tabitha Riley by phone at 540-727-3412 ext.5 or by email at Triley@CulpeperCounty.gov.

PLEASE NOTE: All sponsors will be notified via email for confirmation and instructions in regards to the Booth set up at the Culpeper Cycling Century. Please make sure that all contact information is accurate.

Example of the Front of the event shirt with Naming & Ultra Sponsor Logo placement



Example of the Back of the event shirt with Tour, Stage, & Sprint Sponsor levels indicated.



Sponsorship Application – 2020

Date:		Business / Company Name:	
Point of Contact Name:			
Address:			
City:	State:	Zip Code:	
Contact Number:			
Email Address:			
Website:		Facebook:	
Sponsorship Options – check all that apply			
*Naming Sponsor: \$5,000.00 / Limit 1 / Includes 3 reserved parking passes			
Includes 10 Event t-shirts & 10 Complimentary Registrations		Small ____	Medium ____ Large ____ X-Large ____ 2X-Large ____
I have promotional Items to be included in souvenir bag		Yes ____	No ____
*Ultra-Sponsor: \$1,000.00 / Limit 2 / Includes 3 reserved parking passes			
Includes 5 Event t-shirts & 5 Complimentary Registrations		Small ____	Medium ____ Large ____ X-Large ____ 2X-Large ____
I have promotional Items to be included in souvenir bag		Yes ____	No ____
*Tour Sponsor: \$750.00 / Limit 4 / Includes 2 reserved parking passes			
Includes 3 Event t-shirts & 3 Complimentary Registrations		Small ____	Medium ____ Large ____ X-Large ____ 2X-Large ____
I have promotional Items to be included in souvenir bag		Yes ____	No ____
*Stage Sponsor: \$500.00 / Includes 1 reserved parking pass			
Includes 1 Event t-shirt & 2 Complimentary Registrations		Small ____	Medium ____ Large ____ X-Large ____ 2X-Large ____
I have promotional Items to be included in souvenir bag		Yes ____	No ____
*Sprint Sponsor: \$250.00			
Includes 1 Complimentary Registration			
I have promotional Items to be included in souvenir bag		Yes ____	No ____
*Fan of the CCC: (circle one) \$100.00 OR Door Prize valued at \$75.00 or more			
I have promotional Items to be included in souvenir bag		Yes ____	No ____
Additional Event T-shirts \$10.00 each		Small ____	Medium ____ Large ____ X-Large ____ 2X-Large ____
Additional Reserved Parking Passes (up to 2): \$5.00 each		Quantity ____	
Total Cost:			
NOTE: Please do not send money with the application			

ACKNOWLEDGEMENT

I have read and understand the Handbook in its entirety and will comply with all terms and conditions within. I will make the handbook available to all persons operating my space and ensure their compliance as well. The individual executing below represents to the County of Culpeper and the Culpeper Cycling Century that such individual has the authority to represent any entity purported to be represented by such individual. By my signature below, I hereby agree to all terms and conditions set forth in the Culpeper County Parks & Recreation "2020 Sponsorship Handbook."

Company / Organization: _____

Name: _____ Email: _____

Address: _____ City, State, Zip: _____

Phone Number: _____

SIGNATURE / AUTHORIZATION

I certify that the information stated in this application is complete and true to the best of my knowledge. I understand that by submitting this application it does not guarantee me a space at the 2020 Culpeper Cycling Century.

Signature of Applicant: _____ Print Name: _____

Date: _____

Return this request via mail, email or fax to: Culpeper County Parks & Recreation Attn: CCC Sponsorship, 131 N. Main Street, Culpeper VA 22701
Phone: (540) 727-3412 ext. 5 | Email: Triley@CulpeperCounty.gov

