



9th Annual
**VERMONT
ADAPTIVE
CHARITY RIDE**

PRESENTED BY
JUNE 22-23, 2019



**SPONSORSHIP
OPPORTUNITIES**



VERMONT ADAPTIVE SKI AND SPORTS

is a nationally recognized non-profit organization that empowers people of all abilities through inclusive sports and recreational programming regardless of ability to pay. In addition to sports, year-round programming options integrate environmental, physical and emotional/behavioral disabilities.

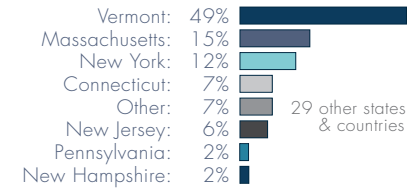
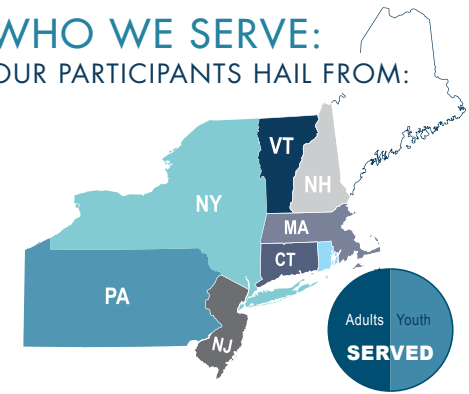
We are recognized nationally for our client-centered programs and for providing access and instruction to sports and recreational activities with the belief that these things provide a physical, mental and social experience that is immeasurable in promoting self-confidence and independence in an individual.

We offer the largest variety of program opportunities and unique, specialized equipment. Vermont Adaptive promotes independence and furthers equality through access and instruction to sports and recreational opportunities including alpine skiing, snowboarding, and other winter sports; kayaking, canoeing, stand-up paddle boarding, sailing, cycling, hiking, rock climbing, tennis, horseback riding, environmental programs, CORE Connections wellness retreats, and more.

We serve clients of all abilities with physical, cognitive and emotional/behavioral disabilities from all over the world in three locations in Vermont during the winter – Killington Resort and Pico Mountain in Killington; Sugarbush Resort in Warren; and Bolton Valley Ski Area in Bolton. Summer programs are provided state-wide. Many of our programs include environmental education, wellness, and special programs designed specifically for veterans.

With nearly 400 active volunteers, plus generous partners and sponsors, and an amazing base of clients and friends, Vermont Adaptive Ski & Sports has been at the forefront of sports and recreation for those with disabilities for more than 30 years.

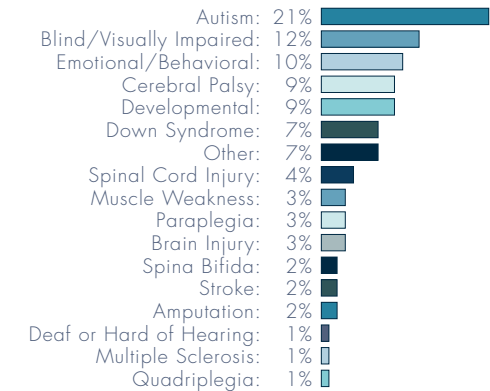
WHO WE SERVE: OUR PARTICIPANTS HAIL FROM:



DISABILITIES:



DISABILITIES SERVED:



Volunteer Hours Annually: 24,000
 Year-Round Outings: 3,000
 People served Since 1987:
 Approximately 10,000 different
 people of all ages and abilities



DEAR FRIENDS THANK YOU

In 2011, Lookout Tavern Owner Phil Black said, “Let’s go for a bike ride” and came up with a crazy idea for a fundraiser to support Vermont Adaptive Ski and Sports. Nine years later, and this “bike ride” supports about 30% of Vermont Adaptive’s operating budget— providing MORE outings and use of expensive adaptive equipment to as many athletes as possible from all walks of life, regardless of disability and of ability to pay.

Since that inaugural ride in June 2011, sponsors and riders have raised more than \$1 million for this organization. Vermont Adaptive could not provide the programs we do without the support and effort from every Vermont Adaptive Charity Ride cyclist, sponsor, donor, vendor, volunteer, and party-goer to this event. Long Trail Brewery, Killington Resort and the Lookout have played an integral part as sponsors and partners in making this event a success.

The proceeds from this ride, including your sponsorship, help to provide year-round programming for more than 3,000 outings so those with disabilities can enjoy the outdoor activities and sports that many of us take for granted. Your efforts make a huge difference in the lives of thousands of others. Without you, none of this would be possible.

Thank you.



Erin Fernandez

Executive Director, Vermont Adaptive





PRESENTING SPONSOR \$30,000

- Title sponsorship of the event
- Primary brand awareness and exposure on all event materials
- Primary position on all event collateral
- Logo inclusion in POS & advertisements
- Exclusive rights to distribute materials as they relate to the sponsor
- Exclusive right to host portion of event on sponsor property
- Included in press releases, email campaigns and social media
- Logo placement on both Charity Ride and Long Trail websites and event t-shirt
- 30 tickets to the "Apres-Ride" Party OR 10 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event
- Potential year-round sponsorship opportunities of Vermont Adaptive

* Tax Deductible Amount - \$25,000



DOUBLE BLACK DIAMOND \$25,000

- Primary brand awareness and exposure on all event materials
- Primary position on all event collateral (Pending deadlines)
- Logo inclusion in POS & advertisements
- Exclusive rights to distribute materials as they relate to the sponsor
- Exclusive right to host portion of event on sponsor property
- Included in press releases, email campaigns and social media
- Logo placement on both Charity Ride and Long Trail websites and Event T-shirt
- 20 tickets to the “Apres-Ride” Party OR 4 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event
- Potential year-round sponsorship opportunities of Vermont Adaptive

* Tax Deductible Amount - \$20,000



BLACK DIAMOND \$10,000

- Primary brand awareness and exposure on all event materials
- Primary position on all event collateral (Pending deadlines)
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Charity Ride and Long Trail websites and Event T-shirt
- 20 tickets to the "Apres-Ride" Party OR 4 bicycle entries in the ride of choice (riders still responsible for their own individual fund raising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event

* Tax Deductible Amount - \$9,000



PLATINUM \$5,000 STAGE/ MUSIC SPONSORSHIP

- Custom Sponsor Banner created for the Apres- Ride Party live entertainment stage
- Primary Logo position on all event collateral (Pending deadlines)
- “Music Presented by” included in press releases, email campaigns and social media
- Logo placement on both Charity Ride and Long Trail websites and Event T-Shirt
- 15 tickets to the “Apres-Ride” Party OR 4 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event
- “Music Presented By” at Long Trail Brewing at Saturday road ride and at Killington Resort Umbrella Bar at Sunday mountain bike event

* Tax Deductible Amount - \$4,500



DIAMOND \$4,000

- Primary Logo position on all event collateral (Pending deadlines)
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Charity Ride and Long Trail website, Event T-Shirt
- 20 tickets to the "Apres-Ride" Party OR 4 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event

* Tax Deductible Amount - \$3,600

GOLD \$2,500

- Logo on all event collateral (Pending deadlines)
- Included in all press releases, email campaigns, and social media
- Logo placement on both Charity Ride and Long Trail websites and Event T-shirt
- 15 tickets to the "Après-Ride" Party OR 3 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event

*Tax Deductible Amount - \$2,200

SILVER \$1,500

- Logo placement on both Charity Ride and Long Trail websites
- Included in press releases, email campaigns, and social media
- 10 tickets to the "Après-Ride" Party OR 2 bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Activation Space in the Festival Village at Long Trail plus at Killington Resort for the Sunday Mountain Bike event

* Tax Deductible Amount - \$1,250

BRONZE \$500

- Included in press releases & email campaigns
- Logo placement on both Charity Ride and Long Trail websites
- 6 tickets to "Après-Ride" Party OR 1 bicycle entry in the ride of choice (riders still responsible for their own individual fundraising)

* Tax Deductible Amount - \$400

IN-KIND DONATIONS

- Included in press releases & email campaigns
- Logo placement on both Charity Ride and Long Trail websites
- 6 tickets to "Après-Ride" Party OR 1 bicycle entry in the ride of choice (riders still responsible for their own individual fundraising)

* Tax Deductible Amount - TBD



CHARITY RIDE SOCIAL PERFORMANCE

25,000+ average monthly impressions pre-ride
5,000+ average monthly engagements

Fans come from across New England, New York City, Boston, up and down the East Coast, and as far away as California and Colorado.

SPONSOR DELIVERABLES

- Social Media Posts promoting partnership with Vermont Adaptive Ski and Sports and the Charity Ride
- Registered sponsor team in event
- Social Media posts prior to event
- Event and volunteer information circulated to company staff
- Event listed on sponsor site



Sponsorship commitment by March 1, 2019 guarantees best exposure in all marketing promotional materials .

2 Year Sponsorship Discount Available.

Charity Ride Sponsorship can be built into an overall year round partnership with Vermont Adaptive Ski and Sports.





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SPONSORSHIP INQUIRIES

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