



The New River Valley Bicycle Association
P O Box 488
Blacksburg, Virginia 24063

Subject: "Mountains of Misery" Sponsorship

Finding cost effective opportunities to advertise and publicize your business can be a challenge. I hope you'll take a few minutes to review this unique method to reach potential customers.

Every Memorial Day weekend, 500 riders will participate in the **East Coasters Mountains of Misery® Challenge Century**. The challenging Mountains of Misery Ride begins on Sunday morning, traveling through Montgomery, Giles, Allegheny and Craig Counties, and after 100+ miles and over 13,000 feet of climbing, the ride culminates at Mountain Lake Resort! There is also a double metric century route for those who want even more miles. The riders are supported by paid mechanics, roving SAG vehicles; rest stops supplied with food and beverages, and are rewarded with finisher shirts that they wear throughout the year to show their accomplishment and our sponsors. The Mountains of Misery is recognized in the cycling community as the best operated cycling event in the mid-Atlantic region. This is what riders have to say:

*"I have ridden my bike all over the world and this ride and the setting are the best."
-- Frank Giannini, 2007*

"What an amazing event! On a scale of 1 to 10, this ride gets a 100 in support, scenery, and difficulty!...Thank you again for such an amazing ride! — Carole Lauchner, 2008

"It was a great weekend of cycling. Both events were absolutely well supported in all manners and set the standard. I only wish our local community could do the same. - Michael Smith, 2009

In order to plan and host the event, we need the financial assistance of sponsors like you. In return we can offer a low cost advertising method with the added benefit that you'll be helping the New River Valley Bicycle Association ("NRVBA"), a 501(c) non-profit and volunteer organization. The proceeds from the Mountains of Misery ride will go to the NRVBA which will be placed in its endowment and used for programs, education and advocacy.

The Mountains of Misery has five sponsorship levels described in the attached Publicity and Sponsorship Package. By committing before Feb 28th you ensure the highest pre-ride exposure by incorporating your organization's name and logo on our website and into all event literature and publicity. Our web site provides year-round advertising. Even in the slowest month we get at least several hundred visitors looking at finish times, photos, etc. Immediately before and after the event



The 13th annual Mountains of Misery Challenge Century and Double Metric on Sunday, May 30, 2010



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we get over 20K page visits per month. As a bronze sponsor (only \$150) one of the benefits is that you can access this stream of potential customers for a full year. At the Platinum (\$1000) and Gold (\$500) levels you even have the option of sponsoring a course section or climb that the riders will not soon forget.

The enclosed information provides additional details about sponsorship. Our website, <http://www.cyclingdoubleheader.com/> provides information about the events and our current sponsors. If you have questions, concerns or would like to discuss sponsorship options, please contact me at (540)239-4475 or jenandrob1@verizon.net. Thank you for your time and consideration.

Sincerely,

Rob Davie
Mountains of Misery Sponsorship Committee



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The East Coasters 2010 Mountains of Misery Sponsorship Levels and Benefits

Platinum Sponsor (Two Sponsors) - \$1000

- Name, logo, and sponsor level on:
 - Event web page (including web link to your website) and event emails
 - Event promotional materials such as: flyers, posters, local and regional advertising and publications
 - Event Finisher shirts
 - Water bottles
 - Registration brochure and course map
 - Approximately 20X30 inch Signage at registration, Saturday evening dinner, and bike pickup
 - Sponsorship of a premium course climb. For example, this climb brought to you by...
 - Free display space for your use at registration and dinner
 - Company banner displayed at registration, Saturday evening dinner, and events
 - Company information included in rider packages
 - Four complimentary event shirts
 - Two tickets to Saturday evening dinner
 - 2 complimentary event registrations
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Gold Sponsor (unlimited) - \$500

- Name, logo, and sponsor level on:
 - Event web page (including web link to your website) and event emails
 - Event promotional materials such as: flyers, posters, local and regional advertising and publications
 - Event Finisher shirts
 - Registration brochure and course map
 - Approximately 11X17 inch Signage at registration, Saturday evening dinner, and bike pickup
- Option to sponsor a course section
- Free display space for your use at registration and dinner
- Company information included in rider packages
- Two complimentary event T-shirts
- 2 complimentary event registrations

Silver Sponsor (Unlimited) - \$250

- Name, logo, and sponsor level on:
 - Event web page (including web link to your website)
 - Registration brochure & course map
 - Event promotional flyers and posters
 - Free display space for your use at registration and dinner
 - Company information included in rider packages
 - Two complimentary event shirts
-

Bronze Sponsor (unlimited) - \$150

- Name, logo, and sponsor level on:
 - Event web page (including web link to your website)
 - Registration brochures
 - Event promotional flyers and posters
 - Free display space for your use at registration and dinner
 - Company info included in rider packages
-

Rest Stop Sponsor - \$275 or In Kind

This is a great opportunity to interact directly with the riders. You can decorate the stop as you wish and your name and logo will be printed on the course route to highlight your rest stop.

You can either:

- Donate \$275 for the operation of a rest stop, or
- Organize and run the rest stop: you provide the supplies on the list we provide and you provide the volunteers.

The benefits are equivalent to a Silver Sponsor.



