



Contributing sponsor - \$500 to \$999

- Company name featured on advertising materials, including t-shirts and posters
- Company name listed on event website
- Company name in post-event newsletter
- 1 free cyclist registration (choice of any ride, pre-registration required with code) and 1 ticket for the Revel! event

Steel sponsor - \$1000 to \$2499

- Contributing sponsor level and...
- Opportunity to provide a company promotional item for cyclists' swag bags
- 2 free cyclist registrations (choice of any ride, pre-registration required with code) and 2 tickets for the Revel! event

Aluminum sponsor - \$2500 to \$4999

- Contributing and Steel sponsor levels and...
- Company logo listed on event website*
- Company banner up to 3' x 5' displayed at event*
- Option to have a 10'x10' vendor tent in the Start/Finish/Revel! area
- 4 free cyclist registrations (choice of any ride, pre-registration required with code) and 4 tickets for the Revel! event

Titanium sponsor - \$5000 to \$7499

- Contributing, Steel and Aluminum sponsor levels and...
- Company banner up to 3' x 8' displayed at event*
- Company name and logo **hyperlinked** on event website
- Promotion through media outlets including online/social media, radio, and print
- 6 free cyclist registrations (choice of any ride, pre-registration required with code) and 6 tickets for the Revel! event

Carbon sponsor - \$7500 to \$9999

- Contributing, Steel, Aluminum, and Titanium sponsor levels and...
- Company banner up to 3' x 10' prominently displayed at event*
- Company name & logo featured on **all** advertising materials including ride t-shirts, emails, press releases, & posters
- Opportunity to speak and verbal acknowledgement of sponsorship during event
- 8 free cyclist registrations (choice of any ride, pre-registration required with code) and 8 tickets for the Revel! event

Presenting sponsor - \$10,000 & up

- Contributing, Steel, Aluminum, Titanium, and Carbon sponsor levels and...
- Company name & logo **prominently** featured on all advertising materials as the presenting sponsor
- Company banner up to 3' x 12' prominently displayed at event*
- 10 free cyclist registrations (choice of any ride, pre-registration required with code) and 10 tickets for the Revel! event

media, marketing, & in-kind sponsors

- Benefits commensurate with contribution; trade value equal to above levels up to Titanium sponsor

*(*All logos and/or banners need to be provided to 60+Ride before the event to showcase company banner)*

Saturday, June 15, 2024