



# SPONSORSHIP OPPORTUNITY

## BECOME PART OF MINNESOTA'S PREMIER BIKING EVENT

### About the Kraus-Anderson Bike Duluth Festival

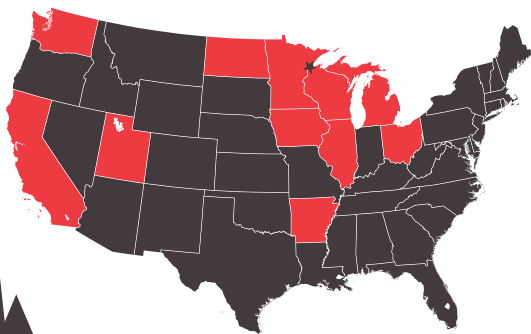
Created by the Kraus-Anderson Community Foundation, the Kraus-Anderson Bike Duluth Festival is a family-oriented bike event in Duluth, Minnesota. The festival highlights the city's more than 85 miles of urban mountain bike trails and abundant open-air opportunities. In 2018, the festival raised \$50,000, which was reinvested in community nonprofit organizations, including the Gary New Duluth Development Alliance (GNDDA) and Cyclists of Gitchee Gumees Shores (COGGS).

### Why sponsor?

1. Give back to your local community through a fun, active and engaging event where all the proceeds go back to the community through our local 2019 beneficiaries: COGGS and GNDDA.
2. Help COGGS create the Duluth Traverse, 100-mile, city-spanning trail system!
3. Help support the GNDDA in their goal to revitalize and transform the Gary New Duluth Community Center and Recreation Area (GND REC). They provide a place to be used by members of the community for social, cultural, learning and recreational purposes.
4. Get your brand/company in front of the media and hundreds of people who regularly use the products/services you provide.
5. Gain prime exposure to biking, outdoor and action enthusiasts and families.
6. Be part of a large event where you can demonstrate your passion for the community and build enduring relationships.
7. Take ownership that you helped to improve your community by joining the movement in making a positive impact on our people, trail systems and society.
8. Join an elite group comprising some of our community's most prominent businesses and organizations.

### Who will you reach?

More than **550 racers from ages 7-65** representing **11 states + Ontario, Canada**.



The content we push out on the Kraus-Anderson Bike Duluth Festival



Facebook page, on average, reaches over **18,750 fans per month** and on Twitter, on average, reaches over **9,900 fans per month**.

