



Thank you for considering becoming a sponsor for the Kraus-Anderson Bike Duluth Festival, an event of the Kraus-Anderson Community Foundation, held in beautiful Duluth, MN on August 8-9, 2020.

Please visit our website for Festival details: www.BikeDuluthFestival.com

Sponsorships information- Bill Olson: bill.olson@krausanderson.com | 218-722-3775

Vendor/demo information- Chris White: chris@skihut.com | 218-428-1796

**Presenting Sponsors \$8,500 Cash (FULL: St. Luke's
Orthopedics & Sports Medicine and TREK)**

1. 15 race entries, plus 15 tickets for free beer or soda at the Party at Spirit Mountain (\$800 value)
2. 15 festival t-shirts (\$150 value)
3. Kraus-Anderson Bike Duluth Festival presented by... ***"Your Name Here"***
4. Name/logo prominently displayed on festival posters, brochures, and any postcards prior to event [deadline for print April 1st]
5. Logo and site link prominently displayed on www.BikeDuluthFestival.com
6. Highlighted in an individual social media post with company logo and website link
7. Up to 15 mentions on festival social spaces
8. Logo highlighted on festival t-shirt
9. Name/logo on billboard advertisement (if secured) for approximately two months
10. Free Vendor Booth display area in prime location at Spirit Mountain both days
11. Opportunity for executive to address the crowd during the Awards Ceremony, held Saturday
12. Logo on venue sponsor banner
13. Name/logo on official festival trailer
14. Name/logo prominently displayed on festival banners
15. Four company banners to be placed at festival venue (Festival will provide 5'x5' vinyl banners with grommets)
16. Minimum 15 live mentions over the course of the festival weekend





Titanium Sponsor \$5,000 Cash

1. 10 race entries, plus 10 tickets for free beer or soda at the Party at Spirit Mountain (\$550 value)
2. 10 festival t-shirts (\$100 value)
3. Name/logo prominently displayed on festival posters, brochures, and postcards prior to event [deadline April 1st]
4. Logo and site link prominently displayed on www.BikeDuluthFestival.com
5. Highlighted in an individual social media post with company logo and website link.
6. Logo on festival t-shirt
7. 3 company banners to be placed at the festival venues (Festival will provide 5'x5' vinyl banners with grommets.)
8. Up to 12 mentions on festival social spaces
9. Minimum 10 live mentions over the course of the festival weekend

Carbon Sponsor \$2,500 Cash

1. 5 race entries, plus 5 tickets for free beer or soda at the Party at Spirit Mountain (\$300 value)
2. Name/logo displayed on festival posters and brochures prior to event [deadline April 1st]
3. Logo and site link displayed on www.BikeDuluthFestival.com
4. Logo on festival t-shirt
5. 2 company banners to be placed at the festival venues (Festival will provide 5'x5' vinyl banners with grommets.)
6. Minimum five mentions on festival social spaces
7. Five live mentions over the course of the festival weekend





Aluminum Sponsor \$1,500 Cash

1. Name/logo displayed on festival posters and brochures prior to event [deadline April 1st]
2. Logo and site link displayed on www.BikeDuluthFestival.com
3. Three live mentions over the course of the festival weekend
4. 1 company banners to be placed at the festival venues (Festival will provide 5'x5' vinyl banners with grommets.)
5. Logo on festival t-shirt
6. Up to five mentions on festival social spaces

Steel Sponsor \$1,000 Cash

1. Name/logo displayed on festival posters and brochures prior to event [deadline April 1st]
2. Logo and site link displayed on www.BikeDuluthFestival.com
3. 1 live mention at the awards ceremony
4. Logo placed on venue Steel Sponsor banner (Festival will provide this banner with grommets.)
5. Corporate name to appear on festival t-shirt

The Kraus-Anderson Bike Duluth Festival committee will hang all banners at the event.





Vendor Booth \$600 Cash

- Display / Sell your products at the Expo Village at the Spirit Mountain Lower Chalet area
- Promotion on festival social media spaces
- Name/logo displayed on festival posters and brochures [deadline April 1st]
- Logo and site link displayed on www.BikeDuluthFestival.com

Demo Booth \$600 Cash

- Demo your products at the base of the chair lift at Spirit Mountain
- Promotion on festival social media spaces
- Name/logo displayed on festival posters and brochures [deadline April 1st]
- Logo and site link displayed on www.BikeDuluthFestival.com

Vendor / Demo Bundle \$1,000 Cash

- Bundle both the vendor and demo booths for a \$200 cost savings.

In-Kind Sponsor (in Lieu of Cash)

- 150% In-Kind services or product must be verified, equals 100% Cash, must include invoice/documentation of product values
- All In-Kind items must be declared and secured by June 1 with completed In-kind form
- Receive the same benefits as sponsor levels

Any sponsorships, vendor commitments, and in-kind items received after the April 1st, print deadline, will be posted and promoted on the Kraus-Anderson Bike Festival website and all social media outlets.





Festival Partner

- Thank you to **COGGS** for partnering with **Kraus-Anderson** to provide valuable mountain biking and race knowledge to elevate the festival to the highest level possible.

Festival Marketing Partner

- A special welcome and thank you to **Hailey Sault** for joining the team with innovative, proactive planning, and extreme support of advertising and marketing to elevate the Bike Duluth Festival to new levels.

Expo Sponsor

- **The Ski Hut** is recognized as our Expo Sponsor. They provide and secure numerous vendor connections to help make the Bike Festival an exciting and profitable event. They have been instrumental with direction and ideas to grow the event as the premier bike experience in the Upper Mid-West.

Kraus-Anderson Bike Duluth Festival

Mission:

- Produce a first class, family oriented bike festival that is appreciated by our Community and Region.

Vision:

- Give back to our community by supporting charitable organizations and enhancing our trails.
- Showcase Duluth's great city and trail system.
- Promote healthy outdoor living through biking and outdoor activities.

***The Kraus-Anderson Bike Duluth Festival
is a non-profit benefit event of the:***

***Kraus-Anderson Community Foundation
3716 Oneota Street
Duluth, MN 55807***

