



# SPONSORSHIP OPPORTUNITY

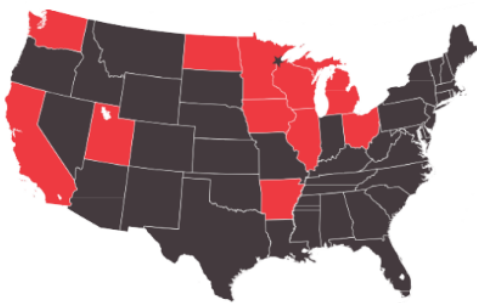
## BECOME PART OF MINNESOTA'S PREMIER MOUNTAIN BIKE EVENT.

### About the Bike Duluth Festival presented by Kraus-Anderson

Created by the Kraus-Anderson Community Foundation, the Bike Duluth Festival presented by Kraus-Anderson is a family-oriented mountain bike event in Duluth, Minnesota. The festival highlights the city's 100+ miles of urban mountain biking trails and abundant open-air opportunities. In 2022, the festival raised \$55,000 - all reinvested back into community nonprofit organizations.

### Why sponsor?

- Give back through an active, family-friendly community event where all proceeds make an impact on local organizations.
- Help **COGGS** create and maintain the 100+ miles of Duluth city-spanning trail systems.
- Support local **Harbortown Rotary** in their goal of providing Twin Ports youth educational and developmental opportunities.
- Empower local youth through the **National Center for Youth Development** - fostering collaboration and volunteerism through biking.
- Help youth build strong minds and bodies through mountain biking by supporting the **Duluth DEVO Mountain Bike Program**.
- Gain prime exposure to biking, outdoor, and action enthusiasts and families.
- Demonstrate your passion for the community and build enduring relationships.
- Take pride in helping to improve your community by making a positive impact on our trail systems and outdoor community.
- Join an elite group of our community's most prominent businesses and organizations through your support.
- Get your company in front of media and hundreds of people who regularly use the products/services you provide.



### Who will you reach?

- 700+ racers, ages 7-65, across 11 states & Canada



Content and ads pushed out on the Bike Duluth Festival **Facebook** and **Instagram** pages reached **435,000** people in 2022.





## 2023 BIKE DULUTH FESTIVAL SPONSORSHIP LEVELS

Thank you for considering becoming a sponsor for the Bike Duluth Festival, presented by Kraus-Anderson Construction and Harbortown Rotary. Join us July 7-9, 2023.

### Presenting Sponsors - \$8,500 Cash

- 10 race entries (\$1,000 value).
- 12 festival t-shirts (\$250 value).
- Bike Duluth Festival presented by: **"Your Name Here."**
- Name/logo prominently displayed on any festival posters, brochures, and postcards prior to event (**print deadline: 05.01.23**).
- Logo and site link prominently displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Highlighted in an individual social media post with company logo and website link.
- Up to 15 mentions on festival social spaces.
- Logo highlighted on festival t-shirt.
- Name/logo on billboard advertisement (if secured) for approximately two months.
- Free Vendor Booth display area in prime location at Spirit Mountain during event weekend.
- Opportunity for executive to address the crowd during an awards ceremony.
- Logo on venue sponsor banner.
- Name/logo on official festival trailer.
- Name/logo prominently displayed on festival banners.
- 4 company banners placed at festival venue (festival will provide 5'x5' vinyl banners with grommets).
- Minimum 15 live mentions over the course of the festival weekend.

### Titanium Sponsor \$5,000 Cash

- 5 race entries (\$500 value).
- 6 festival t-shirts (\$150 value).
- Name/logo prominently displayed on any festival posters, brochures, and postcards prior to event (**print deadline: 05.01.23**).
- Logo and site link prominently displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Highlighted in an individual social media post with company logo and website link.
- Logo on festival t-shirt.
- 3 company banners to be placed at the festival venues (festival will provide 5'x5' vinyl banners with grommets).
- Up to 12 mentions on festival social spaces.
- Minimum 10 live mentions over the course of the festival weekend.

### Carbon Sponsor \$2,500 Cash

- 2 race entries (\$200 value).
- Name/logo displayed on festival posters and brochures prior to event (**print deadline: 05.01.23**).
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Logo on festival t-shirt.
- 2 company banners to be placed at the festival venues (festival will provide 5'x5' vinyl banners with grommets).
- Minimum 5 mentions on festival social spaces.
- 5 live mentions over the course of the festival weekend.



### **Aluminum Sponsor \$1,500 Cash**

- Name/logo displayed on festival posters and brochures prior to event (**print deadline: 05.01.23**).
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- 3 live mentions over the course of the festival weekend.
- 1 company banners to be placed at the festival venues (festival will provide 5'x5' vinyl banners with grommets).
- Logo on festival t-shirt.
- Up to 5 mentions on festival social spaces.

### **Steel Sponsor \$1,000 Cash**

- Name/logo displayed on festival posters and brochures prior to event (**print deadline: 05.01.23**).
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- 1 live mention at the awards ceremony.
- Logo placed on venue Steel Sponsor banner (festival will provide this banner with grommets).
- Corporate name to appear on festival t-shirt.

### **Vendor Booth \$600 Cash**

- Display/sell your products at the Expo Village - Spirit Mountain Grand Avenue Chalet area.
- Promotion on festival social media spaces.
- Name/logo displayed on festival posters and brochures (**print deadline: 05.01.23**).
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).

### **Demo Booth \$600 Cash**

- Demo your products at the base of the chair lift located in front of the Spirit Mountain Grand Avenue Chalet.
- Promotion on festival social media spaces.
- Name/logo displayed on festival posters and brochures (**print deadline: 05.01.23**).
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).

### **Vendor/Demo Bundle \$1,000 Cash**

- Bundle the Vendor and Demo Booth sponsorship opportunities for a \$200 cost savings.

### **In-Kind Sponsor (in Lieu of Cash)**

- 150% In-Kind services or product equals 100% cash value. Must include invoice/documentation of product values (value will be verified).
- All In-Kind items must be declared and secured by June 1 with a completed In-Kind form.
- In-Kind donations receive the same benefits as other equal sponsorship levels.

Sponsorships, vendor commitments, and in-kind items received after the May 1, 2023 print deadline will be posted and promoted on the Bike Duluth Festival website and social media outlets.



Thank you to **Festival Partners COGGS, Duluth DEVO, and the National Center for Youth Development** for partnering with Harbortown Rotary to provide valuable mountain biking and race knowledge that elevates the festival to the highest level possible.

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

Thank you to **Expo Sponsor Skihut** for their work to 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.

**Please visit our website for festival details:** [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com)  
**Sponsorships information:** Tony Hansen: [tmh0823@gmail.com](mailto:tmh0823@gmail.com) | 218.343.6499  
**Vendor/Demo information:** Chris White: [chris@skihut.com](mailto:chris@skihut.com) | 218.428.1796

**The Bike Duluth Festival's mission** is to produce a first class, family-oriented bike festival that is appreciated by our community and region. We envision giving back to our community by supporting charitable organizations and enhancing our trails, showcasing Duluth's great city and trail system, and promoting healthy outdoor living through biking and outdoor activities.

**The Bike Duluth Festival is a non-profit benefit event of the:**  
Duluth Harbortown Rotary Foundation DBA Bike Duluth Festival  
831 E Superior Street Duluth, MN 55802  
(non-profit tax ID number: 41-1814414)



Today's Date: \_\_\_\_\_

## 2023 BIKE DULUTH FESTIVAL SPONSORSHIP AGREEMENT

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Cash Amount: \$ \_\_\_\_\_ In-Kind Value: \$ \_\_\_\_\_

Method of Payment:  Please invoice me  Check is enclosed  Cash

Description of In-Kind Product and Service (include value for all in-kind items):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SPONSOR SIGNATURE: \_\_\_\_\_

BDF SIGNATURE: \_\_\_\_\_

### PLEASE SELECT YOUR SPONSORSHIP LEVEL:

- |   |  |
|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$8,500 | <input type="checkbox"/> Vendor Booth - \$600  |
| <input type="checkbox"/> Titanium Sponsor - \$5,000   | <input type="checkbox"/> Demo Booth - \$600  |
| <input type="checkbox"/> Carbon Sponsor - \$2,500     | <input type="checkbox"/> Vendor/Demo Bundle - \$1,000  |
| <input type="checkbox"/> Aluminum Sponsor - \$1,500   | <input type="checkbox"/> In-Kind Sponsor (in Lieu of Cash)<br>(150% In-Kind services/products =<br>100% cash value. Receive the same<br>benefits as sponsor levels.) |
| <input type="checkbox"/> Steel Sponsor - \$1,000      |  |

Please make checks payable to **Bike Duluth Festival** and send to:  
Duluth Harbortown Rotary Foundation DBA Bike Duluth Festival, 831 E Superior Street, Duluth, MN 55802

**For Vendor/Demo information, contact:** Chris White: [chris@skihut.com](mailto:chris@skihut.com) / 218.428.1796  
**For Sponsorship information, contact:** Tony Hansen: [tmh0823@gmail.com](mailto:tmh0823@gmail.com) / 218.343.6499

[www.bikeduluthfestival.com](http://www.bikeduluthfestival.com)

Harbortown Rotary Foundation DBA Bike Duluth Festival(non-profit tax ID number, 41-1814414)

# 2023 BIKE DULUTH FESTIVAL

July 7-9, 2023

## IN-KIND DONATION FORM



Please complete this form in its entirety so the Bike Duluth Festival can acknowledge and promote your donation appropriately. Send this form and your donation to:  
**Bike Duluth Festival, 831 E Superior Street, Duluth, MN 55802.**

### DONOR INFORMATION

Organization Name <i>(if applicable)</i> :					
Contact Name <i>(first and last)</i> :					
Address:					
City:		State:		Zip Code:	
Phone:		Email:			

### DONATION INFORMATION

Item Donated:	Value <i>(Donor must value item):</i>	
Item Description <i>(please feel free to attach additional information about your donation or business):</i>		
Restriction(s) Associated with Donation <i>(if an expiration date is required, please allow 12 months from date of the event for winning bidder to redeem):</i>		
Please Check One: <input type="checkbox"/> Item is enclosed <input type="checkbox"/> I will deliver <input type="checkbox"/> Please contact me for item pick-up		

Donations may be tax-deductible; please consult with your tax advisor. The Bike Duluth Festival is an event of the Duluth Harbortown Rotary Foundation DBA Bike Duluth Festival, 831 E. Superior Street, Duluth, MN 55802 (non-profit tax ID number: 41-1814414). All donations go to Bike Duluth Festival beneficiary partners. **Thank you for your support!**

• I, the undersigned donor, hereby acknowledge and agree to provide the above-stated goods or services.

Donor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Received by: \_\_\_\_\_

Date Received: \_\_\_\_\_

For more event information: [bikeduluthfestival.com](http://bikeduluthfestival.com) For questions: 218.428.1796 or [chris@skihut.com](mailto:chris@skihut.com)