



# SPONSORSHIP OPPORTUNITY

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

### About the Bike Duluth Festival

The Bike Duluth Festival is a family-oriented bike event in Duluth, Minnesota, highlighting the city's 100 miles of urban mountain bike trails and abundant open-air opportunities. Since its founding in 2017, the festival has raised more than \$400,000, which was reinvested in community nonprofit organizations, including this year's beneficiary partners Harbortown Rotary, Cyclists of Gitchee Gumee Shores (COGGS), and Duluth DEVO.

### 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 100+ miles of trail systems spanning the Duluth city limits.
- Support local **Harbortown Rotary** in their goal of providing Twin Ports youth educational and developmental opportunities.
- Help youth build strong minds and bodies through mountain biking by supporting the **Duluth DEVO Mountain Bike Program**.
- Get your company in front of media and hundreds of people who regularly use the products and services you provide.
- 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.

### Festival Marketing Partner

The Bike Duluth Festival is partnered with **AIMCLEAR** to elevate the festival to new heights and help promote our sponsors with an innovative advertising approach.



Content and ads pushed out on the Bike Duluth Festival **social media pages** have reached over **565,000 people** and made more than **1,000,000 impressions**.



### Who will you reach?

- **1,000+** racers, ages 7-65, across the United States & Canada





# SPONSORSHIP LEVELS

## PRESENTING SPONSOR | \$10,000

- 10 race entries (\$1,000 value).
- 12 festival t-shirts (\$250 value).
- Bike Duluth Festival presented by... "Your Name Here".
- Logo prominently displayed on festival posters, brochures, and postcards prior to event [deadline for print May 1st].
- Logo on venue sponsor banner.
- 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.
- Logo on billboard advertisement (if secured) for approximately two months.
- Free Vendor Booth display area in prime location at Spirit Mountain both days.
- Opportunity to address the crowd during festival weekend.
- Logo and site link prominently displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Logo prominently displayed on festival banners.
- Four company banners to be placed at festival venue (5'x5' vinyl banner provided by festival).
- 15 live mentions over the course of the festival weekend.

## TATANIUM SPONSOR | \$5,000

- 7 race entries (\$700 value).
- 6 festival t-shirts (\$150 value).
- Logo prominently displayed on festival posters, brochures, and any postcards prior to event [deadline for print May 1st].
- 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 12 mentions on festival social spaces.
- Logo highlighted on festival t-shirt.
- Free Vendor Booth display area at Spirit Mountain both days.
- 3 company banners to be placed at festival venue (5'x5' vinyl banner provided by festival).
- 10 live mentions over the course of the festival weekend.



# SPONSORSHIP LEVELS

## CARBON SPONSOR | \$2,500

- 2 race entries (\$200 value).
- Up to 5 mentions on festival social spaces.
- Logo prominently displayed on festival posters, brochures, and any postcards prior to event [deadline for print May 1st].
- Logo and site link prominently displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Logo on festival t-shirt.
- Free Vendor Booth display area at Spirit Mountain both days.
- 2 company banners to be placed at festival venue (5'x5' vinyl banner provided by festival).
- 8 live mentions over the course of the festival weekend.

## STEEL SPONSOR | \$1,250

- 1 race entry (\$100 value).
- Logo prominently displayed on festival posters, brochures, and any postcards prior to event [deadline for print May 1st].
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- Mention of festival social spaces.
- Logo on festival t-shirt.
- 1 company banner to be placed at festival venue (5'x5' vinyl banner provided by festival).
- Live mention over the course of the festival weekend.

## VENDOR / DEMO BOOTH | \$750

- Display and sell your products at the Expo Village.
- Logo displayed on festival posters and brochures [deadline May 1st].
- 1 mention on festival social spaces.
- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).

## CASH DONATION | \$250+

- Logo and site link displayed on [www.BikeDuluthFestival.com](http://www.BikeDuluthFestival.com).
- 1 mention on festival social spaces.

**Thank you for considering a sponsorship for the 2024 Bike Duluth Festival!  
Spirit Mountain | Duluth, MN | July 19 - 21, 2024.**



# SPONSORSHIP AGREEMENT

## 2024 Bike Duluth Festival Sponsorship Agreement

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

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

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

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

### Sponsorship Level

Presenting Sponsor - \$10,000

Steel Sponsor - \$1,250

Carbo Sponsor - \$5,000

Vendor/Demo Booth - \$750

Titanium Sponsor - \$2,500

Cash Sponsor - \$\_\_\_\_\_

### Payment Type

Cash Amount: \$\_\_\_\_\_

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

*150% In-Kind services or product equals 100% Cash*

Description of In-Kind Product or Service:

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

\_\_\_\_\_

Sponsor Signature / Date

\_\_\_\_\_

Festival Signature / Date



# SPONSORSHIP AGREEMENT

**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)**

**Mission:**

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

**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.

**Please make checks payable to Bike Duluth Festival and send check 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