



Black Hills Fat Tire Festival June 16-18, 2017

Thank you for your interest in being a part of the 2017 Black Hills Fat Tire Festival. Our festival is centered on mountain biking and promoting recreational opportunities on our single-track trail system within our region. The festival includes mountain bike race, multi-length single track mountain bike tours, trail run, bicycle demos and rentals, expo area, social events with live music, good food and friends! It is our goal to provide a beneficial opportunity for your organization or company to increase your brand equity in front of a demographic group that is brand loyal.

Title Sponsorship – \$4000 total (min. \$3000 cash & \$1000 in-kind product)

- Logo on all promotional material (website, postcards, emails, national advertisement, etc.).
- Name listed in all press release event billings as “BH Fat Tire Festival brought to you by ...”.
- Unlimited banners displayed throughout the expo area, event tent, and mountain bike race areas. Sponsor must supply the banners.
- Continuous event affiliation mentions at all social events.
- Complimentary double vendor space available in expo area including your choice of location.
- Logo or company name on festival give-a-way or t-shirt.
- Logo and link on website.
- All access to festival events and registrations for up to 4 participants.

King & Queen of the Hills Sponsorship – \$2500 (\$2000 cash \$500 in-kind product)

- Logo on race event related promotional materials.
- 4 Banners displayed throughout related event locations including start/finish area, race check-in at Main Street Square and awards tent at Founders Park. Sponsor must supply the banners.
- Logo or company name on race bibs
- Logo or company name on festival give-a-way or t-shirt.
- Logo and link on website.
- All access to festival events and registrations for up to 2 participants

Social Sponsor – \$1500 (Two Available)

- Logo on social event related promotional materials.
- 4 Banners displayed at social event (Welcome Social or Awards Social). Sponsor must supply the banners.
- Company will have the opportunity to have a tent at the venue and hand out any promotional materials.
- Announcements throughout the evening.
- Logo or company name on festival give-a-way or t-shirt.
- Logo and link on website.

Fun at Founders Youth Event Sponsor – \$1000

- Logo on event related promotional materials.
- 2 Banners displayed at events on Sunday. Sponsor must supply the banners.
- Company will have the opportunity to have a tent at the venue and hand out any promotional materials.
- Announcements throughout the activities.
- Logo or company name on festival give-a-way or t-shirt.
- Logo and link on website.

Event Supporter – \$500 (Cash or In-kind product)

- A banner displayed within the festival venue. Sponsor must supply the banner.
- Continuous event affiliation mentions at the social event.
- Logo or company name on festival give-a-way or t-shirt.
- Logo and link on website.

The Black Hills Fat Tire Festival is owned by the Rapid City Parks and Recreation Department and operates under a special use permit issued by the Black Hills National Forest Service. We continue to work with the Black Hills Mountain Bike Association members and our local bike shops (Acme, Black Hills Bicycles, Scheels, Strider, and Summit Cycle Works) as contributors for this event. Thank you for your time and consideration. I look forward to working with you.

Sincerely,