



## Sponsorship Opportunities

The King Challenge is a fund-raising bicycle ride to benefit Krempels Center, a 501(c) (3) organization dedicated to improving the lives of people living with brain injury from trauma, tumor or stroke. The ride is hosted by local cycling legend and former pro-cyclist Teddy King, his cycling family and friends. Teddy has a special connection to Krempels Center through his father, Dr. Ted King, a Krempels Center community member.

The 6<sup>th</sup> annual edition of the ride will take place on Saturday, October 15, 2016 and is being promoted as a family-friendly event, targeting the participation of 500+ riders. The 2015 event attracted over 300 riders and raised more than \$100,000 for Krempels Center. For information about the ride please visit our event website at [www.kingchallenge.org](http://www.kingchallenge.org). The ride will be heavily marketed and is expected to attract area media attention. Sponsorship opportunities are designed to help you meet your marketing objectives and can be customized for specific needs.

### **Gold Level** - \$5,000 (3 available):

- Logo to appear on home page of event web site (and on separate Sponsor page).
- Logo on banner in event Start/Finish area and in Start/Finish refreshment area.
- Logo included in any print or video advertisement for the event.
- 5 complimentary entries to ride (fund-raising optional but encouraged).
- Logo on e-newsletters.
- High-visibility exhibition space at Rider Expo
- Company name announced throughout the day at event.

### **Silver Level** - \$2,500 (5 available):

- Logo on banner in event Start/Finish area.
- Logo included in any print or video advertisement for the event.
- 2 complimentary entries to ride (fund-raising optional but encouraged).
- Logo on Sponsor page of event web site.
- Logo on e-newsletters.
- 10x10 exhibition space at Rider Expo
- Company name announced throughout the day at event.

### **Contributing Level** - \$1,000 (cash or in-kind products or services that support the event):

- Logo on Sponsor page of event web site.
- 1 complimentary entry to ride (fund-raising optional but encouraged).
- Logo on e-newsletters.
- Company name announced throughout the day at event.