



A bike event to benefit Krempels Center, New Life After Brain Injury
Event Date: Saturday, October 21, 2017

Sponsorship Opportunities

The King Challenge is a fundraising 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 Ted King, his cycling family and friends.

The 7th annual edition of the ride will take place on Saturday, October 21, 2017 and is being promoted as a family-friendly event, targeting the participation of 500+ riders, their families and volunteers. The 2016 event attracted over 300 riders and raised more than \$135,000 for Krempels Center. For information about the ride please visit our event website at 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 prominently on event web site's 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
- 4 social media posts

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 e-newsletters
- 10x10 exhibition space at Rider Expo
- Company name announced throughout the day at event
- 3 social media posts

Contributing Level - \$1,000:

- Logo included in any print advertisement for the event.
- 1 complimentary entry to ride (fund-raising optional but encouraged).
- Logo on e-newsletters.
- Table provided at the Rider Expo
- Company name announced throughout the day at event
- 2 social media posts

Friend Level - \$500:

- Company name announced throughout the day at event
- Banner displayed at Rider Expo
- 1 social media post

In-Kind Sponsor

In-kind donations of products or services that support the event are recognized at 100% of their agreed upon retail value.

Krempels Center contact: Susan Chase,
schase@krempelscenter.org or 603-570-4769