



Sponsorship Opportunities

The Krempels King of the Road Challenge is a fund-raising bicycle ride to benefit the Krempels Center. The ride features the support and involvement of the renowned bike-racing brothers Robbie and Teddy King, who have a special connection to the Krempels Center through their father Ted King, Sr.

The **Krempels Center** is a 501(c)(3) non-profit organization dedicated to improving the lives of people living with brain injury from trauma, tumor or stroke. **Teddy King** is a professional cyclist, currently riding for the Cannondale-Garmin Pro Cycling team, campaigning in stage races across Europe, with possible stops in the US – we will be charting Teddy's progress in the buildup for this event.

The 5th Annual edition of the ride will take place on Saturday October 17, 2015 and is being promoted as a family-friendly event, targeting participation of 500+ riders. The 2014 event attracted over 300 riders and raised nearly \$100,000 for Krempels Center. For more information about the ride please visit our event web site (www.kingchallenge.org). The ride will be heavily marketed and is expected to attract significant media attention. Sponsorship opportunities are available at a number of levels, as outlined below or 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 television advertisement for the event.
- 5 complimentary entries to ride (fund-raising optional but encouraged).
- Logo on e-newsletters.
- 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 television 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.
- 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.