



## 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 5<sup>th</sup> 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](http://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.