



Corporate Sponsorship Deck 2021



@noahwetzel



11/9/2020

Greetings, RCR Partners + Friends!

We are pleased to present you with our new-and-improved 2021 Sponsorship Deck, which will walk you through the varied ways in which you (or your business/organization) can financially contribute to improve cycling advocacy efforts in the Yampa Valley. Routt County Riders would not exist and function the way that it does without our local and national partnerships - they provide us with the financial capacity to implement some of the more treasured programs and offerings in the area. Some of these programs and functions include (but are not limited to):

- Responsible multi-use trail development advocacy and construction
- Mobilization of volunteer trail maintenance days
- Implementation of trail counters and data collection
- Trail Ambassador program coordination
- Provision of porta-johns along popular road riding corridors
- Educational bike safety outreach/signage and trail etiquette programs
- Winter grooming of fat bike trails on Emerald Mountain

Looking ahead to 2021, RCR will be building on the successful programmatic foundation of summer 2020. We look forward to increasing our volunteer numbers and management capacity, continuing to help organize and direct Emerald Mountain Epic race events, and providing the valuable cycling safety campaigns and amenities mentioned above. Lastly, we will be mobilizing to move the Mad Rabbit Trail Proposal ahead through the next phase of public comment and construction on Rabbit Ears Pass.

We need your help to accomplish all of this - through cash donations (**Page 2**), in-kind support (**Page 3**), purchase of logo space on our 2021 mountain bike jerseys (**Page 4**) and road jerseys returning in 2022 (**Page 5**). **Donations can be sent by check to: Routt County Riders, PO Box 770094, Steamboat Springs, CO 80477.** Thank you in advance for considering this partnership with Routt County Riders!

Sincerely,

Laraine Martin, Executive Director

Programmatic + Operating Partners - Cash Sponsorship

Routt County Riders is recognized as a nonprofit organization by the IRS.
IRS Code: Section 501(c)(3) // Tax Identification Number: 94-3489223

Supporting and In-Kind Partners - \$0-\$249 per year

- Sponsor name listed on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation

Bronze Partners - \$250-\$499 per year

- Sponsor name listed + linked on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season

Silver Partners - \$500-\$999 per year

- Sponsor logo + link on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation
- Focused RCR social media post promoting partner during season
- Sponsor social media tagged in relevant RCR events and posts throughout season

Gold Partners - \$1,000-4,999 per year

- Sponsor logo + link on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation
- Focused RCR social media post promoting partner 2 x during season
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Employees given access to RCR jersey member price (\$50)

Platinum Partners - \$5,000-\$9,999 per year

- Sponsor logo + link on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation
- Focused RCR social media post promoting partner 2x during season
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Employees given access to RCR jersey member price (\$50)
- 5 RCR jerseys

Titanium Partners - \$10,000+ per year

- Sponsor logo + link on [RCR website](#) and in monthly newsletter
- Inclusion in public outreach and Annual Report documentation
- Focused RCR social media post promoting partner 2x during season
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Employees given access to RCR jersey member price (\$50)
- 10 RCR jerseys

Programmatic + Operating Partners - In-Kind Sponsorship

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Routt County Riders needs more than just cash - **we need in-kind partnerships to provide us with the resources to run our programs well!** We accept any and all in-kind donations that fulfill the following needs (among others):

- Commitment to providing **box/portable lunches** and/or snacks for volunteer trail work days during summer season (Saturday morning pickup typically)
- Cycling- and outdoor-related **gear and schwag to be used for a variety of purposes** including (but not limited to) volunteer incentives, drawing prizes at fundraising events, leverage in community engagement, and much more!
- Trail construction and maintenance tools and equipment (when relevant/appropriate)
- Local and national gift cards/gift certificates to be used as volunteer incentives and drawing prizes
- Venue usage donations to host outreach and fundraising events in Routt County
- The list goes on!

Please be in touch with us to discuss in-kind partnership more!



Wil Matthews for @SBTGRVL

RCR Mountain Bike Jersey Sponsorship

In 2021, RCR will design and produce our second-ever limited-run mountain bike jersey! We ran a test year in 2020 with a new style and design – and had great success selling this jersey. Working with our same jersey vendor (Primal) as the road version (next page), we are in the process of developing a concept for our second year. This will likely remain much less “busy” than our road jersey, **and the offering of logo space will remain comparatively minimal.**

We are actively seeking several businesses to purchase logo space on this jersey. Please reach out to us directly if you are interested in this specific opportunity, and we can discuss potential logo placement on a case-by-case basis.



RCR Road Jersey Sponsorship ***paused in 2021 - next order 2022***

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For the past 15 years, the RCR road jersey has been one of our more popular and effective high-visibility fundraising tools that brings in a wide range of sponsors. Traditionally designed in conjunction with the Tour de Steamboat, the jersey is re-designed *every other year* for a 2-year run of manufacture and sales. Jerseys are sold and distributed through a variety of means:

- RCR direct sales to members and sponsors
- Wholesale to local shops (traditionally including shops such as Ski Haus, Ski and Bike Kare, Classic Crank , Steamboat Resort and Orange Peel)
- Tour de Steamboat expo and ride sales

In 2018-2019, 640 road jerseys were distributed and/or sold to avid riders who hail from all over the state of Colorado (and the nation)! For 2020, we are excited to roll out the next 2-year run of jerseys - and want to make sponsorship available to you! This is one of the main fundraisers for all the great trail/road and advocacy work that RCR does, so your support is greatly appreciated and makes ALL types of biking better in the valley - for instance, it helps fund 6 porta-johns installed along our favorite cycling routes.

As before, we are offering our past sponsors from the most recent Fiat Tops jersey an exclusive time period to have their same spot on the new jersey! Primal will be our jersey vendor this year and they have a great new product available. It will be the same full zip club/sport cut as before, but in a more comfortable fabric (with some subtle mesh on the side panels) and a fourth zippered pocket overlaying the traditional center rear pocket. We have seen the product, and feel it is a really nice upgrade! We are still working on colors and background, but will work with you to be sure your logo looks good and be of an appropriate relative size for your investment.

Jersey sponsorship is being kept simple , this time it will be back to stand alone and not part of any other contribution, donation or sponsorship of Routt County Riders

We would like your decision by December 9, 2019. After you have committed and if you have a desire to move or upgrade your spot, let us know. Once we hear from all prior sponsors, we will try to accommodate. We will prioritize adjustments based on the order of your commitment response. If sponsoring the jersey no longer fits your plans, please let us know. Once all that committing and adjusting is complete, we will offer any available spots to new participants who are on our waiting list.

You will not be invoiced until after January 1, 2020 unless you request an early invoice for this year. See attached prior jersey with pricing and your existing logo. If you are changing logos, please send a new one in a vector or AI format.

Thank you for your consideration!

Steve Williams, RCR Jersey Coordinator
glasdeffrynrancho@mac.com
303-478-6439

THANKS TO OUR 2020 SPONSORS!

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners



Supporting/In-Kind Partners

