



## Corporate Sponsorship Deck 2024



*Volunteers lugging boardwalk materials up the Soda Ditch Trail, October '23*



1/10/24

Greetings, RCR Partners + Friends!

We are pleased to present you with our new-and-improved 2024 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
- Bike safety school programs
- Continued progression of our Bike Match program and community shop space
- Volunteer trail building and maintenance days
- Implementation of the trail counter data collection program
- 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 2024, RCR will be building on the successful programmatic foundation of summer 2023. We look forward to increasing our volunteer numbers and management capacity, growing our Bike Match and school outreach/education programs, continuing to help organize and direct the Emerald Mountain Epic race event, and much more.

We need your help to accomplish all of this - through cash donations (Page 2) and in-kind support (Page 3). **Donations can be sent by check to: Routt County Riders, PO Box 770094, Steamboat Springs, CO 80477 - OR through our online giving platform at [coloradogives.org/donate/RouttCountyRiders](https://coloradogives.org/donate/RouttCountyRiders).** 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 **including logo**
- 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 + **linked** on [RCR website](#) and in monthly newsletter **including logo**
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Focused RCR social media post (1) promoting partner during season- content must be provided and post requested by sponsor

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly newsletter **including logo**
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Focused RCR social media posts (2) promoting partner during season- content must be provided and post requested by sponsor

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly newsletter **including logo**
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Focused RCR social media posts (3) promoting partner during season- content must be provided and post requested by sponsor

### **Titanium Partners - \$10,000+ per year**

- Sponsor logo + **linked** on [RCR website](#) and in monthly newsletter **including logo**
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season
- Focused RCR social media posts (4) promoting partner during season- content must be provided and post requested by sponsor

## **Programmatic + Operating Partners – In-Kind Sponsorship**

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

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



# THANKS TO OUR 2023 SPONSORS + PARTNERS



## TITANIUM LEVEL



**COLORADO**  
Energy Office



**CSFF**



## PLATINUM LEVEL



## GOLD LEVEL

**NINESEVENZERO®**



**east west partners**



## SILVER LEVEL



**Smartwool.**  
Go far. Feel good.

**Paul's Camaros**



## BRONZE LEVEL



## SUPPORTING PARTNERS

U.S. Forest Service / City of Steamboat Springs / Children's Hospital Colorado / Mythology Distillery  
Bureau of Land Management / CO High School Cycling League / Steamboat Ski and Bike Kare  
Glas Deffryn Ranch / WorkshopL / Orange Peel Bikes / The Cycle Effect / Zealios / The Corner Slice  
MountainFlow EcoWax / Alchemy Body + Bike / New Belgium / Hard Headed  
Storm Peak Brewing Co / Lupita's Cantina / Yampa Sandwich Company / Drunken Onion