



# Corporate Sponsorship Deck 2025



*Photo by RCR Member, Jacob Jarvis*



1/9/25

Greetings, RCR Partners + Friends!

We are pleased to present you with our 2025 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
- Progression of our Bike Match program and community shop space
- Volunteer trail building/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 2025, RCR will be building on the successful programmatic foundation of summer 2024. 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,

A handwritten signature in black ink, appearing to read 'Laraine Martin', written in a cursive style.

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 e-news
- Inclusion in public outreach and Annual Report documentation

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

- Sponsor name/logo listed + **linked** on [RCR website](#) and in monthly e-news **including logo**
- Inclusion in public outreach and Annual Report documentation

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly e-news **including logo**
- Inclusion in public outreach and Annual Report documentation
- Sponsor social media tagged in relevant RCR events and posts throughout season

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly e-news **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

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly e-news **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

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

- Sponsor logo + **linked** on [RCR website](#) and in monthly e-news **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

## Programmatic + Operating Partners - In-Kind Sponsorship

Routt County Riders is recognized as a nonprofit organization by the IRS.  
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RCR needs more than just cash to operate - **we also 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/coffee for volunteer trail work days during summer season (typically Saturday morning pickups)
- 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!



*Bike to Work Day Breakfast - June 2024*

# THANKS TO OUR 2024 SPONSORS + PARTNERS



TITANIUM LEVEL



COLORADO  
Energy Office



PLATINUM LEVEL



east west partners



GOLD LEVEL



STORM PEAK  
brewing company  
STEAMBOAT SPRINGS, COLORADO

NINESEVENZERO®



POC



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Paul's Camaros



## SUPPORTING PARTNERS

U.S. Forest Service / City of Steamboat Springs/ Bureau of Land Management  
Zealios / Mythology Distillery / Orange Peel Bikes / Walmart / Intense Cycles  
Yampa Sandwich Company