



# Spin Sports Festival

[www.SpinSportsFestival.com](http://www.SpinSportsFestival.com)

June 23-26, 2010



Increasing  
Cycling Safety

## Sponsorships

### Overview

The Spin Sports Festival is a multi-day family celebration of outdoor sports that takes place in Aspen, Colorado. Bicycles, both road and mountain, are the primary focus. Golf, tennis and fishing events are offered to provide fun and competitive alternatives to like-minded enthusiasts. Rio Grande Park, located right in the middle of town, serves as the main gathering place for participants and travelers alike. It is the hub of the bike path system and hosts a stage, tradeshow booths, Skate Park, plus a 24-hour, secure bicycle storage area. The festival opens with a low-key [Gear & Garment Show](#) and continues with [Bike Demo Days](#), a chance to go ride the hottest bicycles.

The emphasis of this festival is placed on celebrating health, our environment, and the great pleasures of riding with family, friends and competitors. Each day offers two organized rides plus sports alternatives at venues that are easily reached by bicycle or a free public transportation system. At night, all come together for larger public functions including live music, dancing, product giveaways, and awards celebrations.

### Demographics

This is a family destination festival that will draw active sport enthusiasts from across the U.S. and internationally. Sponsors will have an affluent, captive audience for over three days. The specific profile is as follows:

- Up to 3,000 Brand-loyal Customers
- Targeted Group = 34 to 52 years old
- Average Age of Attendees = 38
- Active with Cross Demographic Appeal
- Market Growth Rate = 175% in 4 years
- Average Household Income = \$95,000
- Low Joint Impact: Very Active to Post-45 Groups
- Higher Net Worth and HH Income for Post-45 Ages

### Forms of Sponsorship

Title	=	Solo or clearly outstanding prominence in media, printings, clothing, and gifts	Value = <sup>Top</sup> <sub>Secret</sub>
Event	=	Defined by specific location or related sport. Solo and/or secondary prominence	See listed value
Selective	=	Solo and economic placement of your brand on access, operations or handout items	See Alphabet
Custom	=	Create unique offering for direct distribution with production and packaging services	Contact us

### Opening Celebration and Tradeshows

The Spin Sports Festival opens on Wednesday evening in Aspen with a [Gear & Garment Show](#) that features the latest in hard and soft goods for the featured sports. The celebration continues with live musical entertainment, dancing and socializing under a near full-moon sky. The next three days are filled with a choice of sporting events to sponsor, each in a prominent location. Exhibitor booths are found at Rio Grande Park and Buttermilk Ski Area. The closing celebration brings everyone back to Rio Grande for event awards and musical entertainment.

### Organized Events

<u>Event</u>	<u>Location</u>	<u>Description</u>	<u>Value</u>
<a href="#">Opening</a>	Aspen	Gear & Garment Show • Musical Entertainment	30,000
<a href="#">Road Biking</a>	Rio Grande Park	Independence Pass • Century • Scenic • Closing	35,000
<a href="#">Mountain Biking</a>	Buttermilk	Hill Climb • XC Marathon • Dual Slalom / Gravity	25,000
<a href="#">Golf</a>	Valley Courses	Top 2 Daily: Low Gross & Low Net • Top 3 Overall	15,000
<a href="#">Tennis</a>	Aspen Tennis Center	Singles • Doubles • Mixed: USTA Rules	10,000
<a href="#">Fishing</a>	Guided	Gold Metal: Fryingpan & Roaring Fork • Secret Spots	5,000



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### Assured Value






Making sure that you get a definitive return on your sponsorship is very important us. Our goal is to provide your organization with the opportunity to customize your desired exposure, rather than the traditional cluster of logos on some shirt or printing. You deserve specialized logo placement and a limited count of logos displayed per specific goods. You deserve the chance to select a form that best captures the attention of the audience desired. Yes, such customization creates a lot more work for us. We welcome it gladly because your sales or goodwill must increase in order for you to continue having any level of sponsorship with us.

### Website Presence

All organizations can be found on our website under the "The Spokes" navigation menu. In addition to the prominent placement of your name, brand or logo with hyperlinks, an interactive roster will be used so viewers can jump directly to a specific group or sponsor with a single click. The website features include:

- Listing of business name
- Posted Logo or Brand Name
- Link to organization website
- Identification of specialty
- Listing by product or service
- Segmentation by level of sponsorship
- Breakout of nonprofit affiliations
- Opportunity for specials or discounts

### Award Levels for Sponsorships

		Level Subcategories = Based on Type of Giving		
<u>Leaf Color</u>		<u>Dollars</u>	<u>Hours</u>	<u>Reach</u>
	Green:	\$ 50k	10,000	100k
	Yellow:	\$ 25k	5,000	50k
	Orange:	\$ 15k	2,500	10k
	Red:	\$ 10k	1,000	5k
	Purple:	\$ 5k	500	1k

Dollar Amount	=	Cash • Raffle • In-Kind Donation • Giveaways
Hours of Service	=	Event Volunteers • Community Enrichment • Ecology & Offsets
Direct Reach	=	Number of Households • Pamphlets Distributed • Treatments Provided

### Benefits & Services

Depending upon your level of participation, you will receive outstanding benefits and services:

- Website
- Press releases
- Corporate Identity
- Advertisements
- On-site Promotions
- Guidebook Visibility
- Festival Poster
- Banners & Displays
- VIP Hospitality
- Reserved Parking
- Tradeshow Booth Space
- Preferred Space Placement
- Gear & Garment Tickets
- Runway Presence
- Sport Event Entries
- Product Demonstrations
- Product sales
- Merchandise
- Experiential marketing
- Networking
- Music Tickets
- Meal Tickets
- Coffee service
- Customer hospitality



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### Sponsorship Alphabet

Count on us making sure that the participants and onlookers of the Spin Sports Festival will know exactly who made what possible. The following list identifies an alpha-numeric list of ways your organization can brand your business name/logo to a specific element so that it does not get lost or go unrecognized. We are open to new ways to spell and more than willing to create a specific category that fits your specific needs.

	Category	Cost	Brief Description
A	Fence / Corral	1,000	Increments of three sections of 4' x 12" fence with custom banner
B	Port-o-Potty	500	Placement of 3 logo signs per four toilets plus custom servicing
C	Winner's Podium	1,000	Name made prominent on podium; visible on awards pictures
D	Awards	5,000	Etched / frosted name or logo on back of transparent award surface
E	Volunteer Uniforms	2,000	1 of only 2 logos plus aspen leaf placed on garment
F	Training	750	Separate team meeting sessions: Medical, Security & Volunteer
G	Wristband	1,000	Custom coloring: Solo logo besides aspen leaf
H	Bike Tags	500	Placement of solo logo on stock, road or mountain
I	Ad Banner	250	Printing and placement of custom banner on area fencing
J	Stage	15,000	Entertainment stage, prominent size and position on banner
K	Video & Lighting	7,500	Constant display of name on video screen during G & F Show
L	Stage Screens	1,500	Printing and placement of custom banner on vertical side
M	Riders Digest	750	1 of only 2 logos plus aspen leaf on events & educational materials
N	Race numbers	1,000	Worn by participants: Solo logo besides aspen leaf
O	S/F Banners	5,000	Start / Finish Lines: Solo logo besides aspen leaf
P	Ski Lift Pole	750	Printing and placement of custom 2 x 15 foot banner on ski lift pole
Q	Trash Boxes	2,000	Printing and placement of logo on two sides of each receptacle
R	Course Tape	1,000	1 of 2 logos + aspen leaf on 4 inch tape repeated for entire course
S	Shop displays	750	Festival brochure holder or poster: Maximum of three logos
T	Bags	5,000	Goodie or Registration bags: Solo logo besides aspen leaf
U	Food	10,000	Post ride meal: Custom printing and identification with food tent
V	Aid Station	2,500	Solo and prominent placement of signage
W	Water	5,000	Signage on water trucks and all corresponding event dispensers
X	Music	2,500	Band or DJ: Signage on microphone with repeated PA messages
Y	SWAG	500	Placement of literature or item in participant bags
Z	Transportation	750	Name and logo printed and placed on Service and SAG vehicles

### Custom Sponsorships

You know your company's target market the best. If a letter in our sponsor's alphabet has been taken by another, give us a chance to help you spell out a more customized message. Our teams can source, print, embroider, display and distribute just about anything to our captive audience of participants and manufacturers.

*Do you want to try something more creative and unique?*

Go to: [Spell@SpinSportsFestival.com](mailto:Spell@SpinSportsFestival.com)



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### Media & Outreach

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#### Crossover Promotions

Significant hotel marketing opportunities exist due to an estimated 90% sport crossover between the destination skier or traveler market and those who participate in the outdoor sports of cycling, golf, tennis and fishing. Events compatibility is easily recognized based on the emphasis on "individual or family" sports versus "team" play.

#### Website

Our extensive website features photo galleries, rider and route information, volunteer opportunities, safety tips, sponsor links and much more. Over 30,000 visits of various website are likely. Sponsor links encouraged. Additional exposure is created through various electronic calendars for all types of sporting events, activities, and races plus searches for many recreational, bicycling, amateur sports and entertainment sites, too.

#### Social Media

Extensive use of interactive mediums including *Twitter* and *Facebook* plus specialized media algorithms.

#### Broad and eCast

Local and regional television stations will be notified and given proper incentives to attend the festival. In addition to the filming of the various sporting events, several broadcast opportunities exist for the Gear & Fashion Show.

#### Radio

Promotional spots, interviews, and various listener contests will be used with regional radio stations having compatible participant demographics. Multiple website links will be established between supporting radio stations, related media, showcase sponsors, and others involved in the festival.

#### Photographers & Videographers

Numerous licensed professionals will be on hand to capture all the action at the festival. The range of content includes personal interviews, product demonstrations, guest appearances, group or charity recognition, and personal memorabilia

#### Print

Advertising copy and editorials will appear in local newspapers and magazines. Posters and brochures will be distributed through retail outlets (bike shops, health clubs, sporting goods stores, sports magazines, fishing/guide outfitters, etc.) in the Denver/Boulder Metropolitan Area, the Mountain communities including Summit, Eagle and Pitkin Counties, and along the Western Slope. Additional exposure is achieved through local hotel groups..

#### Registration Visibility

Festival participants can register in one of three ways: 1) Internet, 2) Offsite Retailer, and 3) Onsite

#### On-Site Signage

Sponsors have the opportunity to display banners at public gathering areas, start/finish lines, aid stations, and along course routes on event signage.

#### Community Outreach

Multiple nonprofit organizations will be involved or directly benefit from the Spin Sports Festival. These groups include Spinhead Foundation, the Independence Pass Foundation, Aspen Valley Ski & Snowboard Club, Bicycle Colorado, International Mountain Biking Association, RxSURE®, Livestrong Foundation, and the Fryingpan Road. Each will be given plenty of incentives for event promotion and involvement as a participant or volunteer.

#### Promotion at Other Sporting Events

Cooperative marketing opportunities will be pursued at like sporting events. This includes attendance, operational assistance and direct promotion by the placement of ads or literature in their registration and goodie bags.



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### **Notes**

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