



GREAT LAKE-TO-LAKE TRAILS ROUTE #1 INAUGURAL RIDE PARTNERSHIP OPPORTUNITIES SEPTEMBER 12-19, 2019

Michigan's trails make for the ultimate gateway to sandy beaches, abundant wildlife, picturesque towns, forests, rivers, lakes and streams and Michigan offers the most with over 12,000 miles of recreational trails. The Great Lake-to-Lake Trails Route #1 Inaugural Ride will bring together cycling enthusiasts for the first time on a 275-mile sightseeing trails adventure from Port Huron to South Haven.

Highlighting Michigan's multi-use trails system and back roads, the Great Lake-to-Lake Trails Route #1 Inaugural Ride cyclists will pedal through award-winning scenery in popular tourist destinations as well as towns off the beaten path. Riders will stay in hotels and inns along the way, flocking to each town during the evening, eager to explore local flavor, culture and eateries. Communities along the route include: South Haven, Gobles, Kalamazoo, Galesburg, Battle Creek, Marshall, Albion, Concord, Jackson, Munith, Stockbridge, Pinckney, Hamburg, Green Oaks Township, New Hudson, Wixom, Orchard Lake, Pontiac, Auburn Hills, Rochester Hills, Romeo, Armada, Richmond, Marysville and Port Huron.

The Great Lake-to-Lake Trails Route #1 Inaugural Ride would not be a success without the support of our dedicated and loyal partners. These gifts help to minimize event costs, resulting in lower registration costs and a greater percentage of proceeds going directly to support Michigan Trails & Greenways Alliance.

Those that contribute are recognized and made visible to thousands of cyclists, volunteers and trail enthusiasts across the state and the nation. Partnership opportunities for the Great Lake-to-Lake Trails Route #1 Inaugural Ride are available below.

PARTNERSHIP LEVELS

\$25,000 Platinum Partner

- News release announcing presenting partner
- Logo on signage on all baggage trucks
- Recognition in the *Michigan Trails Connection* newsletter for one year
- Recognition in annual and mid-year appeal
- PLUS all the features of the Gold package



\$15,000 Gold Partner

- Six registrations
- Logo acknowledgment on route maps
- Logo on the event bicycle jersey
- Logo on the special individual signage at the event
- PLUS all the features of the Silver package

\$10,000 Silver Partner

- Four registrations
- Logo acknowledgment on two pages of route maps
- Logo on the event bicycle jersey
- Vendor space at overnight facilities
- Promotional materials in registration packet
- PLUS all the features of the Bronze package

\$5,000 Bronze Partner

- Two registrations
- Featured as a partner on all printed materials for event
- Logo on the event t-shirt
- Logo acknowledgment on one page of route maps
- Listed in all press materials related to the event
- Logo on signage at event
- Recognition on the Michigan Trails website

\$2,500 Meal Sponsor

- One registration
- Featured as a partner on all printed materials for event
- Sponsor recognition sign at the meal
- Opportunity to address participants at the meal
- Recognition on the Michigan Trails website

\$500 SAG Stop Sponsor

- Featured as a partner on all printed materials for event
- Sponsor recognition sign at the SAG stop
- Opportunity to address participants at the SAG
- Recognition on the Michigan Trails website

RunSignUp Registration Website

Participants use the RunSignUp platform to register, research and purchase merchandise for the ride. All email correspondence and registration confirmations are sent to the riders via RunSignUp, all of which includes partner logos with links to their respective websites. Note: All Platinum, Gold, Silver and Bronze Partners will receive logo placement on the RunSignUp registration website.

Rate: Registration website partner logo \$150





PARTNER COMMITMENT FORM

Name _____

Company _____

Address _____

City, State, Zip _____

Website _____

Daytime Phone _____

Follow Up Contact _____

Email _____

Partner Level Platinum Partner \$25,000 Gold Partner \$15,000 Meal Sponsor \$2,500
 Silver Partner \$10,000 Bronze Partner \$5,000 SAG Sponsor \$500

Registration Website \$150

Total \$ _____

Please invoice me for the full amount Check enclosed

Charge my credit card (write below) Pay Online <http://bit.ly/MITrails>

Exp ____/____ Code ____

Specs and Copy Deadlines

- Supply all print and web logos by May 1, 2019 to info@michigantrails.org
- Supply print ready PDFs with bleeds by May 1, 2019 to info@michigantrails.org
- All print artwork should be supplied in PDF, CMYK, 300 DPI format
- Supply all logos in **white, black and full color**
- For Platinum, Gold, Silver, Bronze and Partners, mail all promotional materials for rider registration bags by May 1, 2019

Print: CMYK, 300 DPI JPEG
 Web: RGB, 72 DPI, JPEG or PNG format, transparent background

Payment Address & Contact Information

Make checks payable to the Michigan Trails & Greenways Alliance (EIN. 11-3725153)

By mail: Great Lake-to-Lake Trails Route #1 Inaugural Ride
 c/o Michigan Trails & Greenways Alliance
 P.O. Box 27187
 Lansing, MI 48909

By email/phone: info@michigantrails.org/517-485-6022

For additional ways to partner with the Michigan Trails & Greenways Alliance, please contact: Bob Wilson, Executive Director bob@michigantrails.org

