

SPONSORSHIP PAGNACES

BRIDGEDAY@OFFICIALBRIDGEDAY.COM

BRIDGE DAY 2019

Bridge Day reached a major milestone in 2019 with the celebration of the festival's 40th anniversary. From leaps in social media engagement to outstanding daredevil stunts during the event itself, the day was definitely one to remember! Check out these impressive stats from the world's largest BASE jumping festival and West Virginia's most extreme one-day event.

YEARLY STATS

NOV 2018 - OCT 2019

137,545 SESSIONS

197,514 PAGEVIEWS

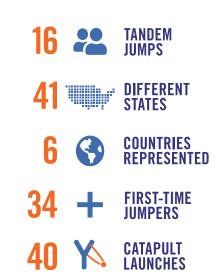
1.44
PAGES/SESSION











FACEBOOK

















TWITTER









INSTAGRAM





2,074 **PROFILE VISITS**



4,809

ON BRIDGE DAY...

















PRESENTING SPONSOR (1 AVAILABLE)

\$25,000

- Promoted as Bridge Day Presenting Sponsor in outgoing messaging and public relations outreach and prominent "presented by" distinction with logo on officialbridgeday.com
- Signage opportunity at the entrance of each end of the bridge
- + Six (6) booth spaces on south side of bridge for 150' x 10' display area
- + One (1) booth space on the north side of bridge for 25' x 10' display area
- + Six (6) VIP parking passes for sponsor use or promotional item

- Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the term of this contract
- Permission to use Bridge Day logo to brand association with Bridge Day (excluding t-shirts and sweatshirts — Bridge Day is a registered trademark)
- Ten (10) social media posts, tagging sponsor's accounts, for duration of contract (must provide photo, hashtag, content and links)
- Company logo on officialbridgeday.com for duration of contract
- License to use select photos and b-roll (with creative approval) for sponsor's marketing efforts

OFFICIAL SPONSOR (5 AVAILABLE)

\$15,000

- + Bridge Day category exclusivity of product (beverage, convenience store, tools, vehicle, food)
- + Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the term of this contract
- Permission to use Bridge Day logo to brand association with Bridge Day (excluding t-shirts and sweatshirts — Bridge Day is a registered trademark)
- + Four (4) booth spaces on the south end for 100' x 10' display area

- Four (4) VIP parking passes for sponsor use or promotional item
- Five (5) social media posts, tagging sponsor accounts, for duration of contract (must provide photo, hashtag, content and links)
- Company logo on officialbridgeday.com for duration of contract

SHUTTLE SPONSOR (1 AVAILABLE)

\$10,000

- + Promoted as Bridge Day Shuttle Sponsor for:
 - > Shuttles to the Bridge
 - > Into the Gorge Shuttles
- Sponsor may place wind flags with sponsor name at shuttle stops.
- + Name displayed in windshield of all shuttle vehicles
- Logo displayed on all event wristbands for ITG Shuttles/BASE/Rappel
- Have the ability to distribute any information to all shuttle participants

- + Two (2) VIP parking passes for sponsor use or promotional item
- Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the term of this contract (Bridge Day is a registered trademark)
- Promotion of shuttles in Bridge Day communications, including email newsletters and blog posts
- Five (5) social media mentions tagging sponsor's account (choose Facebook, Twitter or Instagram)
- Company logo on officialbridgeday.com for duration of contract

ADVENTURER SPONSOR (6 AVAILABLE)

\$10,000

- + Promoted as a Bridge Day Adventurer Sponsor
- Permission to use Bridge Day logo to brand association with Bridge Day (excluding t-shirts and sweatshirts — Bridge Day is a registered trademark)
- + Banners at both entrances to festival

- + Three (3) booth spaces for 75' x 10' display area
- Three (3) social media mentions tagging sponsor's account (choose Facebook, Twitter or Instagram)
- Company logo on officialbridgeday.com for duration of contract

WEST VIRGINIA SPONSOR

\$5,000

- + Promoted as a Bridge Day West Virginia Sponsor
- + Two (2) booth spaces for 50' x 10' display space
- + One VIP parking pass for sponsor use or promotional item
- + Two (2) social media mentions tagging sponsor's account (choose Facebook, Twitter or Instagram)
- Company logo on officialbridgeday.com for duration of contract

OUTDOOR SPONSOR

\$2,500

- + One (1) booth space totaling 25' x 10

 One (1) social media mention tagging sponsor
- + One (1) social media mention tagging sponsor's account (choose Facebook, Twitter or Instagram)
- Company logo on officialbridgeday.com for duration of contract

OTHER SPONSORSHIPS

\$2,500 - \$5,000

- There are several opportunities for sponsorship of specific elements that are integral to Bridge Day and provide incredible exposure to participants. These include:
- + Catapult (1 sponsorship) \$5,000
 - > Your logo and name provided on signage on the catapult location at the jump site on the bridge during Bridge Day
 - > Excellent exposure due to video of jumpers throughout the day
 - Also includes name mentions as sponsor on social media and logo on officialbridgeday.com
- + Livestream (1 sponsorship) \$5,000
- Your logo and name provided on the livestream coverage of Bridge Day
 - Livestream provides viewers with live video of jumpers through the day
- Also includes name mentions as sponsor on social media and logo on officialbridgeday.com

- + Lanyards (1 sponsorship) \$3,000
 - Your logo, along with the Bridge Day logo, on lanyards provided to all vendors, staff, media and jumpers
- > Also includes logo on officialbridgeday.com
- + Vendor Sponsor (1 sponsorship) \$2,500
- Your logo on all vendor communications and on vendor booth signs placed during Bridge Day
- > Also includes logo on officialbridgeday.com

FRIEND OF BRIDGE DAY SPONSOR

\$500