



2020 SPONSORSHIP PACKAGES

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BRIDGE DAY 2019

RECAP

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

69% OF
PEOPLE VISITING
THE SITE WERE ON
MOBILE

89%
OF TRAFFIC WAS
MOBILE DAY OF

EMAIL NEWSLETTERS 2019



17.25%
OPEN RATE
17.51%
CLICK RATE

13,260
SUBSCRIBERS





OVER
910
RAPPELS
15 YRS
YOUNGEST
RAPPELLER
OVER
72
CLIMBS
8 YRS
YOUNGEST
CLIMBER


790
BASE JUMPS
24 FEMALES, 279 MALES

19 YRS
YOUNGEST
JUMPER

81 YRS
OLDEST
JUMPER

16  TANDEM
JUMPS
41  DIFFERENT
STATES
6  COUNTRIES
REPRESENTED
34  FIRST-TIME
JUMPERS
40  CATAPULT
LAUNCHES

WEEK OF STATS

OCT 13 - 19, 2019

FACEBOOK



1.1 MILLION
PEOPLE
REACHED



6,610
NEW PAGE
FOLLOWERS



346,274
POST
ENGAGEMENTS



79,276
REACTIONS



1,800
NEW PAGE LIKES



242,393
MINUTES OF
VIDEO VIEWED



14,406
UNIQUE STORY
OPENS

TWITTER



40 TWEETS
FROM @BRIDGEDAY
41,800 IMPRESSIONS



97
RETWEETS
PER DAY ON
AVERAGE



78
MENTIONS
OF @BRIDGEDAY

154

LINK
CLICKS
PER DAY ON
AVERAGE

INSTAGRAM



66,007
INSTAGRAM
IMPRESSIONS



2,074
PROFILE VISITS



4,809
LIKES

ON BRIDGE DAY...



**2.5x
MORE**

PEOPLE DIRECTED TO THE
SITE FROM SOCIAL MEDIA
(COMPARED TO BRIDGE DAY 2018)

3,249
SESSIONS

4,884
PAGEVIEWS



43.9%
AUDIENCE COMPRISED OF
AGES 45-64



6,237
LIVESTREAM VIEWS



665
INSTAGRAM PROFILE VISITS



48,218
INSTAGRAM IMPRESSIONS



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
- + Three (3) booth spaces for 75' x 10' display area
- + Permission to use Bridge Day logo to brand association with Bridge Day (excluding t-shirts and sweatshirts — Bridge Day is a registered trademark)
- + Three (3) social media mentions tagging sponsor's account (choose Facebook, Twitter or Instagram)
- + Banners at both entrances to festival
- + 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
- + Two (2) social media mentions tagging sponsor's account (choose Facebook, Twitter or Instagram)
- + One VIP parking pass for sponsor use or promotional item
- + 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'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
 - + **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
 - + **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
 - + **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

- + Company logo on officialbridgeday.com for duration of contract