



Greetings,

Our 2021 outdoor event season was a great success! Following a year of significant participant growth in our outdoor events we are looking forward to hosting each event again in 2022 and our planning is well underway. The Gran Fondo cycling event is scheduled for May 7<sup>th</sup> in the hopes of avoiding the later summer heat. The Jackson River Scenic Trail Full Marathon, Half Marathon, 10K and 5K will take place on June 4<sup>th</sup> and the One Mile Open Water Swim at Lake Moomaw will be in August.

We are expecting the events to grow even more than they did in 2021, bringing more visitors to our area. The certification of our full marathon as a Boston Marathon qualifying race, our exciting partnership with other cycling events throughout the region for our Gran Fondo, and an outstanding swim at Lake Moomaw are what makes these events unique to this area and draws participants in from many different areas.

We could not accomplish all of this without the outstanding efforts of our community volunteers and the support of our financial sponsors, something we truly appreciate given the hardships that have resulted from COVID-19.

As we look toward a brighter future, we ask that you consider becoming an Outdoor Events Sponsor in 2022. Sponsorship is an excellent opportunity to market your company to hundreds of potential new customers – both local and visitors – for one low price. When you become a sponsor, your business is promoted all year long & at every outdoor event – not just one. Your logo will be on race day wear, posters, on all of our advertising and info booth displays. Additionally, your business will also be promoted through our event social media pages on Facebook, in traditional media, in our newsletters each week and on our event unique websites along with a link to your website.

We offer four levels of sponsorship, which allow great flexibility for financial decision-making.

Platinum: \$2,000.

- Special recognition during each event and participation in the awards ceremony
- Your logo on each event's website with a link to your homepage
- Your company-provided banner placed at each event
- Booth display rights at the start and finish areas of each event
- Company flyers and/or promotional items in each participant's "goodie" bag

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[mpersinger@ahchamber.com](mailto:mpersinger@ahchamber.com)

- Your logo prominently displayed on all event posters and event T-shirts
- 5 complimentary participant registrations (registration fees range \$35-\$100 per event)
- Social media recognition as a sponsor on each event page and with local media

Gold: \$1,000.

- Your logo on each event's website with link to your homepage
- Your company-provided banner placed at each event
- Company flyers and/or promotional items in each participant's "goodie" bag
- Your logo prominently displayed on all event posters and event T-shirts
- 2 complimentary participant registrations (registration fees range \$35-\$100 per event)
- Social media recognition as a sponsor on each event page and with local media

Silver: \$500.

- Your logo on each event's website with a link to your homepage
- Your company-provided banner placed at each event
- Company flyers and/or promotional items in each participant's "goodie" bag
- Your logo on all event posters and event T-shirts.
- Social media recognition as a sponsor on each event page and with local media

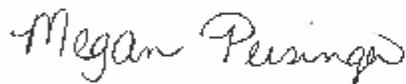
Bronze: \$250.

(Note: at this level, sponsorship includes monetary contributions or contributions of branded products/specialized services used in supporting the participants of each event)

- Your logo on each event's website with a link to your homepage
- Your logo on all event posters and event T-shirts.

Please contact the Chamber office (540) 962-2178 if you have any questions, need additional information or would like to schedule a time to meet. Thank you for your time and consideration!

Sincerely,



Marketing & Special Projects Coordinator

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