



GREAT LAKE TO LAKE ROUTE 1 INAUGURAL RIDE PARTNERSHIP OPPORTUNITIES SEPTEMBER 17-22, 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 280-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 camp at local schools and stay in hotels and inns along the way, flocking to each town during the evening, eager to explore local flavor, culture and eateries.

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 as well as the general public across the state and the nation as well as through our vast network online. 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 quarterly Michigan Trails newsletter for one year
- PLUS all the features of the Gold package

\$15,000 Gold Partner

- Six registrations
- Full page display acknowledgment in the route books
- Logo on the 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
- Half page display acknowledgment in route books
- Logo on the event t-shirts
- 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
- Quarter page display acknowledgment in the route books
- Listed in all press materials related to the event
- Logo on signage at event
- Recognition on the Michigan Trails website

Route Book Partner Opportunities

All participants receive an extensive 40-50 page route book which contains the maps of each days route, points of interest, in accordance with each days ride and safety instructions. This is the main source of information for riders each day of the tour.

Rates:	Full Page	7.5" w x 3.75" h	\$1500
	Half Page	3.75" w x 3.75" h	\$1250
	Quarter Page	1.875" x 3.75" h	\$725
	Logo & Contact	2" Square	\$200

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 RunSignUp Registration Website. Route Book display ads are included as outlined in PARTNERSHIP LEVELS above.

Rate:	Registration Website Partner Logo	\$150
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Specs and Copy Deadlines

- Supply all print and web logos by August 1, 2018 to info@michigantrails.org
- Supply print ready PDFs with bleeds by JMay 1, 2019 to info@michigantrails.org
- All print artwork should be supplied in PDF, CMYK, 300DPI format
- Supply all logos in **white, black and full color**
 - Print: CMYK, 300 DPI JPEG
 - Web: RGB, 72DPI, JPEG or PNG format, Transparent background
- For Platinum, Gold, Silver, Bronze Partners, mail all promotional materials for rider registration bags by May 1, 2019

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
 Silver Partner \$10,000 Bronze Partner \$5,000

Route Book Full Page \$1500 Half Page \$1250
 Quarter Page \$725 Logo Marquee \$200

Registration Website Partner Logo \$150

Total \$ _____ Check enclosed
 Please invoice me for the full amount Pay Online bit.ly/18Michigander
 Charge my credit card

_____ Exp ____ / ____ Code _____

Payment Address & Contact Information

Make checks payable to the Michigan Fitness Foundation (EIN. 38-3172025)

By Mail: Great Lake to Lake Trails Route 1 Inaugural Ride
 c/o Michigan Fitness Foundation
 P.O. Box 27187
 Lansing, MI 48909

By email: info@michigantrails.org

Pay by Phone: 517-485-6022

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

