



Tall Pines Conservancy's 13th Annual Ride to the Barns Saturday, August 14th, 2021

Preserve where you Ride....

A charitable ride through lake & farm country benefiting land conservation

Ride to the Barns is a cycling ride through lake and farm country as a benefit for the land conservation work of Tall Pines Conservancy. Tall Pines Conservancy has preserved approximately 1500 acres of farmland and open space primarily in Waukesha County and also in Dodge and Washington Counties. The ride features two routes, a 30+ and 60+ mile, with rest stops at preserved farms where riders taste local food sources from local farms. 2020 will be the 12th year of Ride to the Barns, and we are continuing to cap our ride at 525 riders to keep the quality and intimacy of the riding experience. Our tag line is "Preserve Where You Ride". Our riders come from all over Southeastern Wisconsin and have included riders from Illinois, the Madison area and as far as Texas.

Promotion of the ride is through: Approximately **6000 fliers** and posters placed at local bike shops, restaurants and businesses throughout Southeastern Wisconsin. **Event booth at the Wheel & Sprocket Bike Expo**, which attracts 8000 riders over 4 days. **Collaborative marketing** with other area non-profit rides such as the Trek 100 and inclusion in various ride guides and event listings. **Paid advertising** in Silent Sports. Listing on the *Tall Pines Conservancy website, print newsletter and Facebook page*. **E-blasts** to our rider database. **Press releases**. Strong word of mouth advertising from our loyal riders.

Partnership Opportunities

Post Ride Party Partner (SOLD)

This Partnership donation covers all anticipated costs for the Post Ride Party including food, beverage, entertainment and essentials for approximately 500 riders, volunteers, hosts & partners. Benefits include:

- Your Company featured as the **Host of the Post Party**. Feature your company's logo on all Ride to the Barns printed material (flyers, posters, maps)
- Your company logo on all tabletop signage
- Your company logo on TPC website page and e-blasts
- Mention in all press releases and media opportunities
- A representative from your company offered a position on the event planning committee
- A representative from your company offered an opportunity to speak at the event Post Ride Party
- A team of up to 10 complimentary riders from your company

Presenting Partner \$7500

Benefits include:

- Your company's logo on all Ride to the Barns printed material
- Mention in all press releases and media opportunities
- Your company logo on TPC website page and e-blasts
- Recognition signage on tabletop displays and banner display (provided by you) at all rest stops
- Opportunity to do a tent display with your banner and promotional materials at the registration area (provided by you) with your representatives on-site.
- A team of up to 10 complimentary riders from your company

Supporting Partner \$1500

Benefits include:

- Your company's logo on all Ride to the Barns printed material
- Mention in all press releases and media opportunities
- Your company logo on TPC website page and e-blasts
- Recognition signage on tabletop displays and banner display (provided by you) at all rest stops
- Opportunity to do a tent display with your banner and promotional materials at two rest stops (provided by you) with your representatives on-site.
- A team of up to 7 complimentary riders from your company

Print Partner In-kind value \$1000 (SOLD)

This Partnership includes printing of all promotional posters/flyers, as well as day of route maps and menus. Benefits:

- Your company logo on all Ride to the Barns printed material
- Your company logo on TPC website page and e-blasts
- Opportunity to hang your company's banner at one rest stop
- Team of up to 5 complimentary riders from your company

Rest Stop Partner \$850

This Partnership donation covers all anticipated costs for one rest stop. Benefits include:

- Your company logo on all Ride to the Barns printed material
- Your company logo on our TPC website page and e-blasts
- Mention in all press releases and media opportunities
- Recognition signage on tabletop displays, and banner display (provided by you)
- A team of up to 5 complimentary riders from your company
- Opportunity to do a tent display with your banner and promotional materials at one Rest Stop (provided by you) with your representatives on-site.

Music Partner \$600

This Partnership donation covers all anticipated costs for musicians at 2 rest stops.

Benefits include:

- Your company logo on all Ride to the Barns printed material
- Your company logo on our TPC website page and e-blasts
- Mention in all press releases and media opportunities
- Recognition signage on tabletop displays, and banner display (provided by you)
- A team of up to 4 complimentary riders from your company
- Opportunity to do a tent display with your banner and promotional materials at one Rest Stop (provided by you) with your representatives on-site.

In Kind Partnership Opportunities

Bike Shop Partner In-Kind **TAKEN**

Provides in-kind sag and mechanic support including:

- Sag-wagon
- 2 mechanics on event day
- On-going Promotional support
- Promotional table/tent at the event (provided by you)

Non-Profit Partnership of Rest Stop In-Kind value **Priceless**

Opportunity to market your non-profit organization to the community of riders in return for 3- 4 volunteers to man the stop and assist the hosts with serving food. Benefits include:

- Your logo on all Ride to the Barns print material and TPC website and-e-blasts
- Opportunity to wear your organization's promotional garments at the ride
- Opportunity to promote your organization at the rest stop with a tent, banner and informational literature (you provide).

Silent Auction Donation

Donation of an item or service for the silent auction, which will take place online in advance of the ride.

- Your logo and donated item featured online with a description and link to your business website
- Listing of your company and donated item in e-mail communications to expanded audience of both registered riders and extensive TPC general database. Silent auction will also be promoted via Facebook and Instagram.