



Deep Run Park Bicycle Skills Course

Sponsorship Guide



Executive Summary

Deep Run Park (located in Short Pump) recently granted your local 501c trail advocacy group, RVA MORE, permission to build Henrico County's first ever paved bicycle skills course, otherwise known as a pump track. Building of the track will begin in March of 2019. **The total cost for the build will be \$50,000.** RVA MORE is looking for help from key sponsors like you to raise the necessary funds to pay for the materials and professional contractor needed to build this one-of-a-kind community resource.



What is a Pump Track (or bicycle skills course)?

A pump track is an endless loop of rollers (hills) and berms (banked turns) where riders propel themselves through the track by shifting their body weight, or “pumping”, in conjunction with the track contours, rather than having to pedal. It provides a safe environment to experience riding a bicycle, having fun, and getting exercise.

Who can use a pump track?

Anyone with a bicycle! It doesn't matter how young or how old you are. Users can be 2 year olds on Strider push bikes or riders in their 60's.

Benefits of a pump track

- Promotes healthy, physical outdoor activity
- Great, low risk environment for cyclists of all ages and skill levels
- Creates gathering area for the community and families
- Sustainable recreation with minimal environmental impact

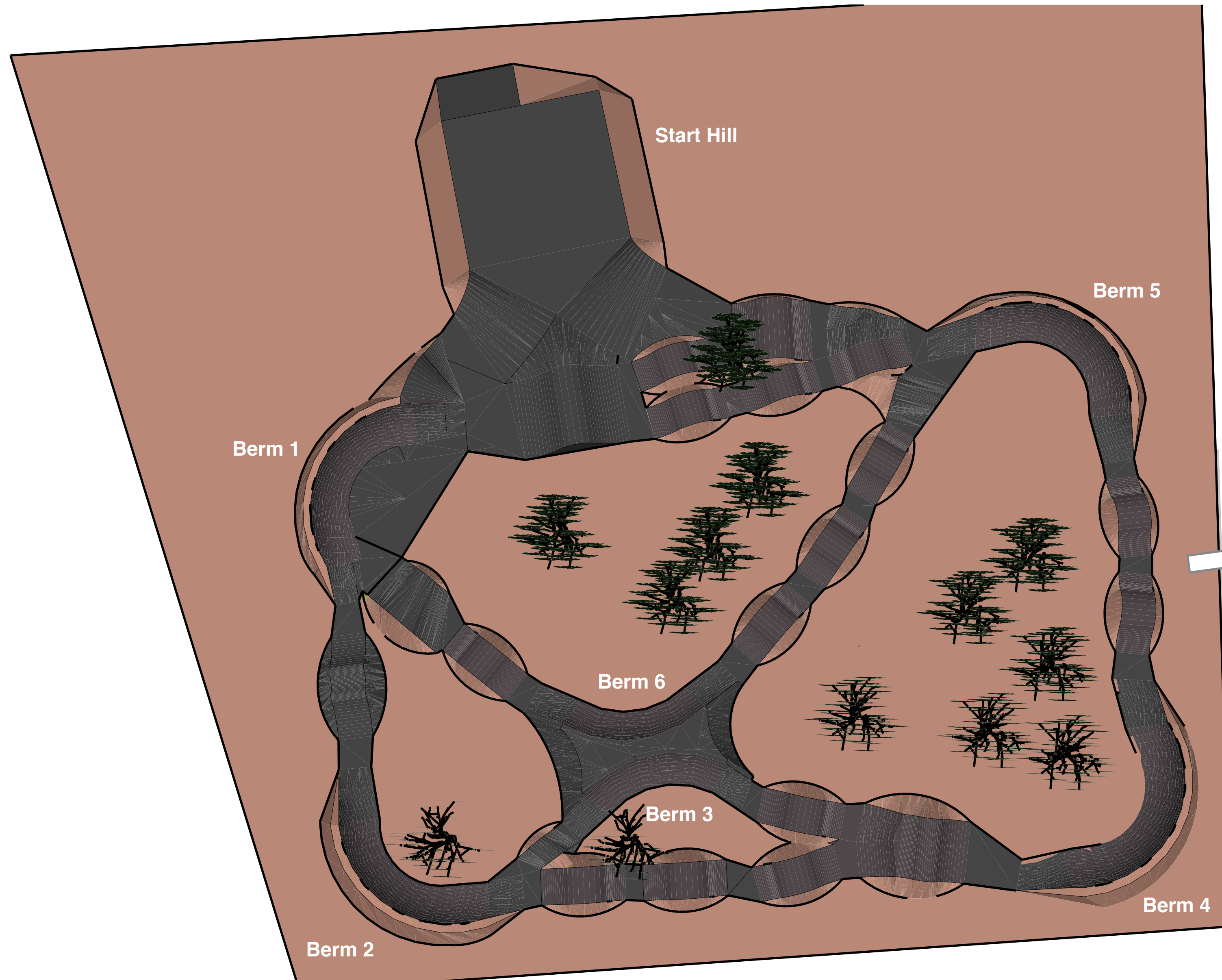
Here's a real-life story of how a pump track is helping to re-shape a community.



Here is What Your Donation is Helping to Build

The paved pump track will be built under the wooded area sitting directly between the soccer fields and Playground 2 at Deep Run Park. The track will be finished with a top layer of asphalt, eliminating the need for extensive track maintenance and ensuring the track can be used in all weather conditions, year round, without issue. Check out the professional rendering of the track on the next page.

Deep Run Pump Track Design



What Is In It for My Business or Brand?

An unprecedented amount of visibility for your business or brand...

You'll have access to a captive audience of **764,217 yearly visitors*** to the park who will have the **opportunity to see your brand multiple times, in multiple locations** throughout the trail area.

The **average household income for the parks 5 closest surrounding zip codes is \$120,862***. This means not only do you have access to a high density of visitors, but those visitors also have a **higher level of discretionary income which translates to greater revenue opportunity for your business.**

Plus, **your tax deductible donation** to help build this bike trail attracts clients to your brand by showing them that...



- ✓ Your business values the community
- ✓ You're invested in growing your community and not just your bottom line
- ✓ You're a progressive, innovative and forward thinking company
- ✓ You're a company that promotes a healthy lifestyle and sustainable mobility

*Source: <https://www.incomebyzipcode.com/virginia/23233>

*Source: Henrico County Parks

Here are some examples of how your business or brand will show up in and around the track.

Sample Logo Placements

Primary Sign - Track Entrance



Exclusive Stenciled Logo - Berm Exit & Entrance



10"x10" Custom Placard - Next to Trail entrance



8"x8" Custom Placard - Next to Trail entrance



6"x6" Custom Placard - Next to Trail entrance

Exclusive Stenciled Logo - Berm Exit & Entrance



Primary Sign - Track Entrance



10"x10" Custom Placard

The Gold Package

- ✓ Includes donations of \$5,000 or more
- ✓ For donations at this level, **your business will be eligible to have permanent naming rights of the actual pump track, with your logo and business name highly visible on primary track entrance sign****
- ✓ **Exclusive 4'x3' stenciled logo placement** on the entrance and exit of one of the track's 6 berms (*while inventory lasts!*)
- ✓ **10"x10" placard** visible to all users at track entrance/start
- ✓ Top position logo placement on RVA MORE's project webpage
- ✓ Mentions in all supplemental PR and news releases (i.e free media impressions)
- ✓ ****Sponsor with the largest final donation will claim final naming rights.**

Exclusive Stenciled Logo - Center of Berm



The Silver Package

- ✓ Includes donations of \$2,500 or more
- ✓ **2'x1' stenciled logo placement** in center of one of the track's 6 berms (*while inventory lasts!*)
- ✓ **8"x8" placard** visible to all users at entrance/start of the trail
- ✓ Mid position logo placement on RVA MORE's build page
- ✓ Mentions in all supplemental PR and news releases (I.e free media impressions)



8"x8" Custom Placard



6x6 Custom Placard

The Bronze Package

- ✓ Includes donations of \$1,000 or more
- ✓ **6"x6" placard** visible to all users at entrance/start of the trail
- ✓ Lower position logo placement on RVA MORE's project web page

FAQ

At what date does fundraising end?

Our fundraising goal will need to be met by March 1, 2019

What happens if we have not raised the full \$50,000 goal by March 1, 2019?

If we have not raised the full amount by March 1, 2019, we'll work with the builder and the park to determine the necessary extension dates to keep fundraising going until we've hit the \$50,000 goal. Which we will hit!

How long will the extension run?

We'll work with the park and the builder to extend fundraising as long as is needed, up to one year. In the unlikely event that we're unable to meet our goal by the end of year (December 31, 2019), RVA MORE will refund the sponsor's full donation amount.

Who and where are donations made to?

All donations are tax deductible and will be made to the local 501c non-profit, RVA MORE (att: Deep Run Pump Track Project). RVA MORE will manage all pump track funds in a dedicated escrow account and guarantee that 100% of your donated funds will go towards the direct construction of the Deep Run pump track.

See You on The Trails!

