



# Deep Run Park Bicycle Skills Course

## Sponsorship Guide

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## 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 the Spring of 2019. The total cost for the build will be \$50,000. RVA MORE needs 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—creating a community gathering spot where people will congregate to both ride and watch others ride the track.

### Who can use a pump track?

Anyone with a bicycle! It doesn't matter how young or how old you are. Users can be 3 year olds on Strider 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.

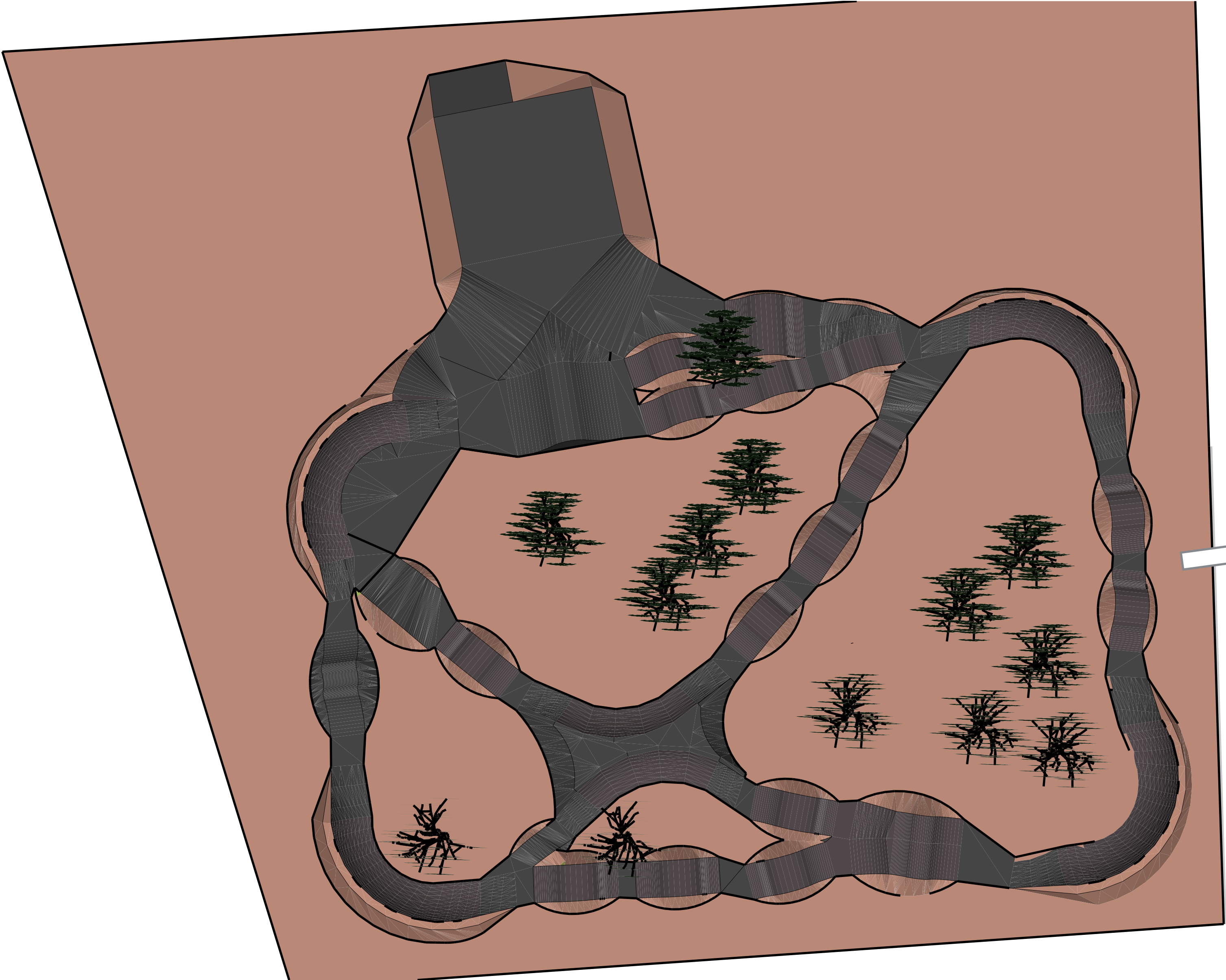


## Here's What Your Donation is Helping to Build

The paved pump track will be built under the wooded area that sits directly between the soccer fields and Playground 2 at Deep Run Park. The track will be finished with a top layer of asphalt. Finishing the track in asphalt eliminates the need for extensive track maintenance and ensures the track can be used in all weather conditions, year round, without issue. Additionally, it gives the installation a more permanent, finished feel that users expect to find at Deep Run Park and your brand. Have a look at the professional rendering of the track on the next page.



Deep Run Pump Track Design



What's 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



Permanently Stenciled Logo - Berm Exit & Entrance



10x10 Custom Placard - Next to Trail entrance



8x8 Custom Placard - Next to Trail entrance



6x6 Custom Placard - Next to Trail entrance



## 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\* (Ex. ACME BUSINESS Deep Run Pumptrack)
- ✓ Logo highly visible on primary track entrance sign
- ✓ 4x3 stenciled logo placement on the entrance and exit of each of the track's 6 berms (12 total placements)
- ✓ 10x10 custom engraved wood placard visible to all users at the start of the track
- ✓ 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 donation will claim final naming rights.*







## The Silver Package

- ✓ Includes donations of \$2,500 or more
- ✓ 2x1 permanently stenciled logo placement on the each of the track's 6 berms (6 total placements)
- ✓ 8x8 laser engraved custom wood placard visible to all users at the 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)





## The Bronze Package

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



## To Whom and Where Does My Donation Go?

All donations are tax deductible and will be made to the local 501c non-profit, RVA MORE. 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.**

### About RVA MORE

RVA MORE is a diverse group of trail enthusiasts with a passion for advocating for access to great trails in the Richmond Region. We are mountain bikers, runners, boaters, hikers and nature lovers with a commitment to our parks and to all those who find enjoyment there. Our work is supported through membership, donations, corporate sponsorship, and volunteer efforts. [www.rvamore.org](http://www.rvamore.org)

RVA MORE's primary focus is to support the local trails by:

- Promoting trail access
- Maintaining and developing trail systems
- Providing funding for trails projects
- Conducting educational programs for adults & children
- Promoting responsible riding



See You on The Trails!

