

THE ROADLESS RIDE



Sponsorship Opportunities

The Roadless Ride

October 14, 2011 at Greenwood Athletic & Tennis Club, Greenwood Village

Roadless Ride is an all day Spinning® event, with spin classes starting every hour on the hour from 6am-5pm. Individuals and teams can challenge themselves for one hour, several hours, or take the ultimate test and join the Roadless Century and ride all 11 hours! Each class is led by one of GATC's top Spinning® instructors. All riders will receive amenities including food and drinks from local restaurants, access to GATC's award winning facilities, and Brent's Place gift bags. This is your chance to add one more event to your cycling season. Join us and your hard work will take on a whole new meaning!

Roadless Ride Sponsorships	Presenting	5 Star	4 Star	Corporate Buyout*	3 Star	2 Star
	\$10,000	\$5,000	\$2,500	\$1,600	\$1,000	\$500
Event Posters	Logo	Logo	Name			
Registration Materials/Application	Logo	Logo	Name			
Event Website/E-mail Blasts	Logo	Logo	Name		Name	
Event T-Shirt	Logo	Logo	Name	Logo	Name	Name
Banners Displayed at Event	3	2	1	1		
Complimentary Registrations	100	50	20	45	10	5
Public Mentions at Event	10	5	3	Included	1	
Logo on Bike	50	25				
Media Rotation as Available	Included	Included				
Brent Eley Foundation Newsletter	Highlight	Logo	Mention	Mention	Mention	Mention

***CORPORATE CLASS BUYOUT:** Corporate buyouts encourage employee health and fitness while promoting company awareness. Companies can "buyout" an hour class of 45 spots and receive 3 Star Sponsor benefits described above. Contact Sean at 720-343-2801 to reserve your preferred time. FEE \$1600.

IN-KIND SPONSORSHIP: All In-kind contributions will be assessed at face value and applied to Sponsor Benefits as listed (if applicable). For example: a prize or food donation of \$1000 would receive GOLD SPONSOR benefits.

FOOD & BEVERAGE: Roadless Ride serves morning, afternoon, and evening refreshments to all participants. F&B donations will be recognized as an in-kind Sponsor.

Foundation Level Sponsors (\$10,000 and greater)	\$20,000	\$15,000	\$10,000
Recognition in all event collateral including: Brochures, posters, banners, registration material, website, e-mails, etc.	Logo	Logo	Logo
Recognition on all event t-shirts	Logo	Logo	Logo
Recognition in Brent Eley Foundation Newsletter	Logo	Logo	Logo
Recognition on Brent Eley Foundation Website	Logo	Logo	Logo

Foundation Level Sponsors will be recognized throughout the year at all events and in all Brent's Place event materials. They may, however, choose to divide their sponsorship across several events and receive the benefits at the selected level.

For additional information, please contact Julie at 720-343-2803 or jgart@brentsplace.org

The Brent Eley Foundation is a 501(C) (3) non-profit public charity dedicated to making a difference in the lives of children with cancer and their families...one day at a time. (Tax ID # 84-1387528)

Presented by



**GREENWOOD ATHLETIC
AND TENNIS CLUB**

to benefit

