

Addison Oaks Fall Classic

Chapter Benefit Cross Country Mountain Bike Race

September 8, 2013

2013 Sponsorship Information

What is the Addison Oaks Fall XC Race?

The Addison Oaks Fall Classic is a mountain bike race presented by the Clinton River Area Mountain Association (CRAMBA) every year in September. This year, it is also the #9 race in the Michigan Mountain Bike Association (MMBA) Championship Point Series (CPS). Not only is it a race, it is also the finale of the CPS racing season with a grand celebration with good food, drinks, music, raffles, etc.

The race is held at the beautiful Addison Oaks County Park in Leonard, MI. The race has grown year after year, growing to attract more than 400 racer participants in 2012 with an additional 500+ spectators, friends and family. For 2013, CRAMBA is expecting to reach up to 500 racer participants based on past growth trends from year to year.

It is also the main fund raising event for CRAMBA to provide resources to help maintain 13 Southeast Michigan trails (a complete list of trails is available on the CRAMBA website).

Who Is CRAMBA?

The Clinton River Area Mountain Bike Association (CRAMBA), a chapter of the International Mountain Bicycling Association (IMBA), exists as a non-profit entity to maintain and develop mountain biking trail access, support relationships with land managers, and promote responsible mountain biking and outdoor recreation in Southeast Michigan.

As a chapter, we reported 2206 hours of volunteer time for 2012. With volunteer efforts in 2011 assigned a value of \$21.79 per hour, the dollar figure associated with these efforts represents a contribution worth more than \$48,000. This is just what's reported, we are aware that there are many more volunteer hours that go unreported.

What are the Demographics for the Event?

<u>Gender</u>		<u>County of Residence</u>	
Male	89%	Oakland County	44%
Female	11%	Macomb County	7%
		Wayne County	4%
		Livingston County	3%
		Genesee County	1%
<u>Age</u>			
18-30	13%		
31-49	52%		
50+	15%		
Under 18	20%		

Sponsorship Opportunities:

Base Sponsorship: Announcement as sponsor periodically during event. Company name listed as sponsor and linked on website. Logo included on back of race t-shirt. *Logos must be received by August 26, 2013 to be included on race shirts.....\$50*

Add-On Options:

Spoken Promo (30-50 words) read at least 4 times during event over loud speaker.....add \$25

Corporate Banner in a high-traffic area.....add \$50



www.CRAMBA.org

Addison Oaks Fall Classic

Chapter Benefit Cross Country Mountain Bike Race

September 8, 2013

2013 Sponsorship Agreement

Sponsor Information:

Company Name: _____

Company Website: _____

Contact Person: _____

Phone: _____ Email: _____

Best method to reach you if we have questions: Email Phone In Person

Sponsorship Options:

- Base Sponsorship (Sponsor to provide logo for t-shirt) - \$50+

Add-Ons: (*Base Sponsorship Required*)

- Promo Announcement (include verbiage below) – add \$25+
- Corporate Banner (Sponsor to provide logo and/or banner) - add \$50+

Email sponsorship logos no later than August 26, 2013 to Race@CRAMBA.org

Promo Announcement Verbiage (30-50 words): *If you are looking to drive customers to your business, consider announcing an incentive for racers showing their number plate at your business during the week following the race!*

Have questions, or want more information about sponsorship opportunities? Email us at Race@CRAMBA.org

Thank you for supporting CRAMBA (Clinton River Area Mountain Bike Association), an IMBA chapter.
Tax Exempt #45-1603704-5486*

* CRAMBA-IMBA is a 501(c)(3) charity. Contributions are deductible to the extent of the law. Please check with your tax advisor.

Please Make Checks Payable to: CRAMBA
Mail to: CRAMBA-IMBA, 270 Jones St. Mt. Clemens, MI 48043

Contact us via email for information on payment by PayPal or Credit Card