



## **Outline**

A community wide event is currently being planned to commemorate the Grand Opening of the multi-use trail in North Brevard, including the convergence of three major trail networks: Coast to Coast Trail, St. Johns River to Sea Loop, and the East Coast Greenway. This public activity is part of a two-day celebration, following an invitation-only ribbon cutting on Friday, February 23rd.

Five route lengths will be offered for sign-up so this should appeal to all ages and fitness levels. The goal is to educate participants on the benefits of the trail system, and provide a fun, healthy outdoor activity for the community. We are inviting local “celebrities” (CEOs of major corporations, elected officials, etc.) to lead the different routes.

All rides will start from the Downtown Welcome Center, and transportation, trail and public safety organizations will be featured at registration in a vendor fair. Along the routes riders will encounter comfort stations, where they can rest and enjoy refreshments before continuing on the trail. The event will conclude at Sandpoint Park with an after party, which will feature food, music, and family activities.

Target Participation is 300 individuals registered for the trail ride. The after party will be open to the public, so attendance at the park is expected to be much higher.

## **Why are these trails so important?**

The trail that we are celebrating is part of three major multi-use trail networks that traverse the Central and North Florida, and stretch along the eastern seaboard. The Coast to Coast Trail is 275-miles long and will connect Playalinda Beach to St. Petersburg Beach ([www.c2ctrail.com](http://www.c2ctrail.com)). The St. Johns River to Sea Loop ([www.sjr2c.org](http://www.sjr2c.org)) connects Titusville to St. Augustine on the north, stretches west to Palatka and then back around in a 260 mile loop. And finally, our trails connect to the East Coast Greenway, a 2900-mile stretch of trails connecting Maine to Key West ([www.greenway.org](http://www.greenway.org)).

There is plenty of evidence to show that trails improve the health and safety of a community, provide better transportation and livability, encourage conservation and environmental awareness, have a significant economic impact and provide for revitalization, and strengthen a community’s identity while in some cases helping to preserve its history.

## **This is your invitation**

Join us as we welcome new opportunity to our community. This event is a perfect way to align your organization with a significant new economic and recreational activity in the community, and connect with local families to share your message, products and services.

Your investment in this event will help fund the planned activities, provide safety and enjoyment for the riders, and add to the festive nature of the day. Benefits of sponsorship are commensurate to your level of investment, and the details listed below are the minimum guarantee for inclusion.

We thank you in advance for your consideration, and participation in this historic event.

### **Ready to commit?**

Contact

**Marcia Gaedcke—321-267-3036—[gaedcke@titusville.org](mailto:gaedcke@titusville.org)**

**Nicole Hall—321-607-6216—[hall@titusville.org](mailto:hall@titusville.org)**



## Sponsorship Opportunities

### **Presenting Sponsor - \$5000** *(limit one)*

This exclusive sponsorship offers exposure at two events: the Friday VIP (invitation only) ribbon cutting reception and the Saturday community cycling event.

Sponsor logo and premium level recognition on all materials, including but not limited to: invitations, posters, flyers, website, digital outreach, advertisements, signage, t-shirts. Sponsor booth at registration area of community cycling event, as well as at the after party (tent, table and chairs). Opportunity to insert materials into rider goody bags.

10 complimentary registrations for the ride, including bicycles (if necessary).

### **After Party Sponsor - \$2500** *(limit 2)*

Own the fun with this sponsorship! All five routes will end at Sandpoint Park for a giant community celebration, to include music, food and fun!

Sponsor logo on all materials, including but not limited to: invitations, posters, flyers, website, digital outreach, advertisements, signage, t-shirts. Sponsor booth provided (tent, table and chairs). Opportunity to insert materials into rider goody bags.

5 complimentary registrations for the ride, including bicycles (if necessary).

### **Route Sponsor - \$1000** *(limit 5)*

This sponsorship helps fund infrastructure and safety support along the ride routes.

Sponsor logo on all materials, including but not limited to: invitations, posters, flyers, website, digital outreach, t-shirts. Sponsor has option to man a comfort station on the route, and have sponsor booth at the after party (tent, table and chairs). Opportunity to insert materials into rider goody bags.

2 complimentary registration for the ride, including bicycles (if necessary).

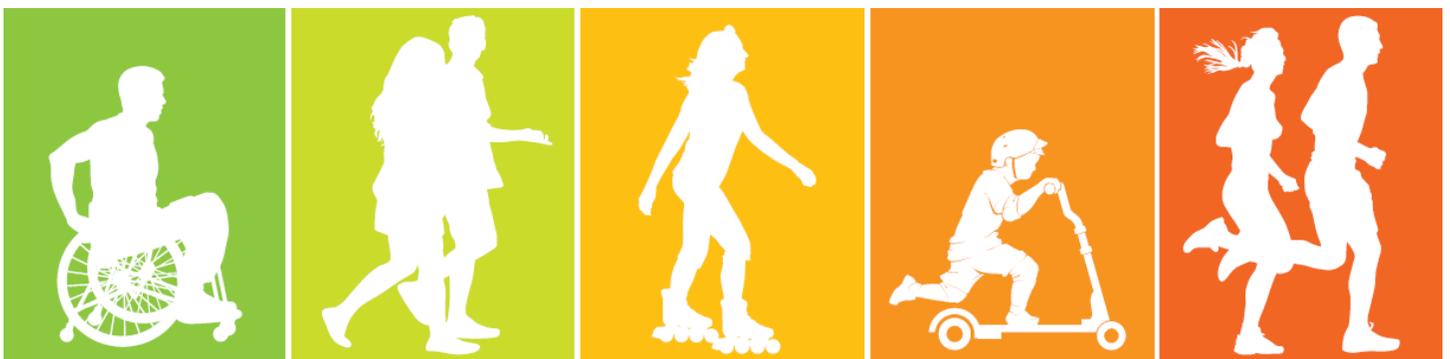
### **Amenities Sponsor - \$500**

This sponsorship helps fund amenities for the day! Sponsor logo on materials, including but not limited to: posters, flyers, website, digital outreach. Sponsor has option to man a comfort station on the route or have a sponsor booth at the after party (tent, table and chairs). Opportunity to insert materials into rider goody bags.

1 complimentary registration for the ride, including bicycle (if necessary).

### **Comfort Station - \$100**

Add the ride experience by sponsoring a comfort station along the route! This sponsorship secures your spot on the trail. Tent, table, chairs, and water are provided – your job is to bring the fun! Creativity is the key here to win the hearts of the participating riders – who will be asked to vote for their favorite comfort station. There's no big prize money, but you'll get a nice trophy and bragging rights! Sponsor recognition on website and at after party, and additionally where appropriate. 1 complimentary registration for the ride, including bicycle (if necessary).





## Sponsorship Form

This form is your guarantee of inclusion in our Community Cycling Fun Day!

Please fill it out as completely as possible and return to Titusville Area Chamber of Commerce or Titusville Welcome Center.

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact E-Mail: \_\_\_\_\_

### Pick your Sponsorship:

\_\_\_\_\_ **Presenting Sponsor - \$5000** *(limit one)*

This exclusive sponsorship offers exposure at two events: the Friday VIP (invitation only) ribbon cutting reception and the Saturday community cycling event.

\_\_\_\_\_ **After Party Sponsor - \$2500** *(limit 2)*

Own the fun with this sponsorship! All five routes will end at Sandpoint Park for a giant community celebration, to include music, food and fun!

\_\_\_\_\_ **Route Sponsor - \$1000** *(limit 5)*

This sponsorship helps fund infrastructure and safety support along the ride routes.

\_\_\_\_\_ **Comfort Station - \$100**

Add the ride experience by sponsoring a comfort station along the route! This sponsorship secures your spot on the trail.

### Method of Payment:

\_\_\_ Check \_\_\_ Bill Me  
\_\_\_ VISA \_\_\_ MasterCard

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

V-Code \_\_\_\_\_ Signature \_\_\_\_\_

### Questions?

Contact **Marcia Gaedcke—321-267-3036—gaedcke@titusville.org**  
**Nicole Hall—321-607-6216—hall@titusville.org**