



Outline

Last year, our Trails Grand Opening was a huge success that helped us exceed our rider goal of 300 to over 450 cyclists! This year, we are looking forward to celebrating our multi-use trail in North Brevard, that includes the convergence of three major trail networks: Coast to Coast Trail, St. Johns River to Sea Loop, and the East Coast Greenway. This event will be held on Saturday, February 23, 2019 and will end with an after party at the Scrub Jay Festival.

The Scrub Jay Festival is held every four years at Merritt Island National Wildlife Refuge. The refuge is bringing the event into town to create awareness. This partnership of Spokes and Scrub Jays will allow all participants to experience the joy of nature and cycling all in one event.

Four 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.

All rides will start from the Downtown Welcome Center. Along the routes riders will encounter comfort stations, where they can rest and enjoy refreshments before continuing on the trail. The event will conclude back at the Welcome Center with an after party at the Scrub Jay Festival. The Scrub Jay Festival which will feature food, music, festival exhibitors, bus tours to the refuge, and family activities.

Target Participation is 450 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). The St. Johns River to Sea Loop (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).

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 continue to support these wonderful assets in 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 festival goers, 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 annual event.

Ready to commit?

Contact **Nicole Hall—321-607-6216—hall@titusville.org**





Sponsorship Opportunities

Presenting Sponsor - \$3000 *(limit one—SOLD: City of Titusville)*

This exclusive sponsorship offers maximum exposure at all of the festivities!

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).

Stage Sponsor - \$1500 *(limit 2)*

Own the fun with this sponsorship! All four routes will end at the Welcome Center for a giant community celebration, to include music, food, festival exhibitors 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.



**Gear
Up.**

**SAVE
THE
DATE**

Ride It  DOWN



SPOKES & SCRUB JAYS

FEB 23 · 2019 IN *Titusville*

Sponsorship Form

This form is your guarantee of inclusion in our Gear Up, Ride it Down—Scrub Jays & Spokes Event!

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 - \$3000** *(limit one)*

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

_____ **Stage Sponsor - \$1500** *(limit 2)*

Own the fun with this sponsorship! All four routes will end at the Welcome Center for a giant community celebration, to include music, food, festival exhibitors and fun!

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

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

_____ **Amenities Sponsor - \$500**

This sponsorship helps fund amenities for the day!

_____ **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 _____