

BLACK FLY CHALLENGE

Adirondack Mountain Bike Race

*Produced by
Adirondack Mountain Bike Association and Inlet Area Business Association*

The Adirondacks' Premier Cycling Event

Supporting Cycling is Smart Business...

- Cycling is the second-most popular recreation activity in the World.
- Cycling is a family sport, drawing people that participate in multiple activities.
- There are more cyclists in the U.S. than skiers, golfers & tennis players *combined*.
- About 80% of BFC racers are age 30 & over with disposable income.

Your Support Stays Local...

- BFC donates annually to the Inlet and Indian Lake emergency service agencies.
- BFC supports numerous multi-use recreational trail projects throughout the Moose River Plains Wild Forest, Inlet and Indian Lake.
- BFC funded the startup of CAMBA (Central Adirondack Mt Bike Assoc.), the local chapter of IMBA (International Mt Bike Assoc.) to further support trails.
- BFC works continually with NYS Dept. of Environmental Conservation to expand and improve recreational trail opportunities in the area.
- BFC helps fund the Inlet Area Business Association.
- The 2015 Black Fly Challenge drew over 800 racers plus thousands of spectators to the central Adirondack region. These visitors dine, stay, shop and return multiple times per year.

Your Business should be in front of This Audience

Buy an ad in the Outdoor Guide or a Black Fly Challenge sponsorship.

The Outdoor Guide is distributed throughout the Central Adirondacks and also to tourism offices and bike shops in upstate New York. The Outdoor Guide is also placed in the Black Fly Challenge event bags given to all racers. *Plus*, the Outdoor Guide is posted on BlackFlyChallenge.com for a full year!

Major Sponsors Get Recognition:

- *in BFC Social Media ~ on Facebook & Twitter*
- *on BlackFlyChallenge.com ~ 100,000 unique views in 2014*
- *in Targeted Email Blasts ~ each one reaching thousands of cyclists*
- *by Every Registered Racer ~ in targeted & emails*

(Major sponsors include Title Sponsor, Presenter and Supporter)

See the following pages for Sponsorship Levels & Benefits and Outdoor Guide Ad Rates...

BLACK FLY CHALLENGE

Sponsorship Levels

I. Title Sponsor \$5,000

- A. Your Name preceding Black Fly Challenge everywhere the race name is used:
 - 1. Including ads, press releases, news coverage, announcements, etc.
(excluding marketing items that are used year after year)
- B. Linked logo on BlackFlyChallenge.com
 - 1. Header
 - 2. Footer
 - 3. Sidebar ad
 - 4. Sponsor page
- C. Free display space and prominent placement of your banner(s) at all race activities
- D. Promo material in event bags (each racer gets one)
- E. Full-page ad in Central Adirondack Outdoor Guide and logo on front cover
- F. Prominent logo placement on race t-shirt, race jersey and bib numbers
- G. Recognition in all BFC social media presence
- H. E-blast ad placement
 - 1. Name in the subject line of all e-blasts
 - 2. Linked logo/ad top sidebar
 - 3. One e-blast announcing Title Sponsor

II. Presenter \$2,500

- A. Recognition in ads, press releases, news coverage and race-day announcements
- B. Linked logo on BlackFlyChallenge.com
 - 1. Footer
 - 2. Sidebar ad
 - 3. Sponsor Page
- C. Free display space and placement of your banner at pre & post-race venues
- D. Promo material in event bags (each racer gets one)
- E. Three-quarter-page ad in Central Adirondack Outdoor Guide
- F. Prominent logo placement on race t-shirt and inclusion on race jersey
- G. Recognition in some BFC social media
- H. E-blast ad placement
 - 1. Linked logo/ad in sidebar
 - 2. One e-blast announcing the Presenting Sponsor(s)

III. **Supporter \$1500**

- A. Recognition in race-day announcements
- B. Linked logo on BlackFlyChallenge.com
 1. Sidebar logo
 2. Sponsorship Page
- C. Free display space and placement of your banner at the pre & post-race venue
- D. Promo material in event bags (each racer gets one)
- E. Half-page ad in Central Adirondack Outdoor Guide
- F. Logo placement on race t-shirt
- G. Recognition in some BFC social media
- H. E-blast logo placement
 1. Linked logo in sidebar

IV. **Friend \$700**

- A. Recognition in race-day announcements
- B. Linked logo on BlackFlyChallenge.com Sponsorship Page
- C. Free display space and placement of your banner at the pre & post-race venue
- D. Promo material in event bags (each racer gets one)
- E. Quarter-page ad in Central Adirondack Outdoor Guide
- F. Name placement on race t-shirt

V. **Fan \$300**

- A. Recognition in race-day announcements
- B. Linked name on BlackFlyChallenge.com Sponsorship Page
- C. Placement of your banner at pre & post-race venue
- D. Promo material in event bags (each racer gets one)
- E. Eighth-page ad in Central Adirondack Outdoor Guide

VI. **Registration Web Sponsor \$200**

- A. Your business link on the BFC registration web page and in targeted emails to registered racers. EVERY registered racer sees both and these people are DEFINITELY coming to the event!

VII. **Vendor Space**

- A. Vendor Space is included with most BFC Sponsor packages (see above.)
- B. Vendor Space for non-sponsors is \$100.00 per 10' x 10' spot.
- C. Not-for-profit vendor space is free upon approval of race committee.

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Outdoor Guide Ad Rates

(Ads are included with Title, Presenter, Supporter, Friend and Fan Sponsorships)

<u>Rates</u>	<u>Sizes</u>
Full Page: \$500.00	10"wide x 16"high
1/2-page: \$300.00	10"wide x 8"high
1/4-page: \$165.00	5"wide x 8"high
1/8-page: \$90.00	5"wide x 4"high
Biz Card: \$50.00	5"wide x 2"high

Ad Files Must Be 300dpi at the size(s) indicated.

Ad file formats: pdf, tiff, png, jpg, psd, eps

High-resolution pdf files are preferred.

Questions? email: info@BlackFlyChallenge.com or call Pedals & Petals: (315) 357-3281

Company Name: *(as you want it to appear)* _____

Contact Person: _____ phone: _____ email: _____

Company Mailing Address: _____

Sponsor Level and/or Ad Size: _____

Make checks payable to Black Fly Challenge ~ Mail to: Black Fly Challenge • P.O. Box 390 • Inlet, NY 13360
or drop your check off at Pedals & Petals, the Inlet Info Office or the Indian Lake Chamber of Commerce