

BLACK FLY CHALLENGE

Adirondack Mountain Bike Race

*Produced by
Adirondack Mountain Bike Association*

The Adirondacks' Greatest Race

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 supports our local emergency services as well as many local organizations and projects.
- BFC supports multi-use recreational trail projects in the Moose River Plains Wild Forest and throughout the Inlet and Indian Lake communities.
- 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 supports the Inlet Area Business Association and Indian Lake Chamber of Commerce.
- BFC draws nearly 1,000 racers plus hundreds 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 *Become a Black Fly Challenge sponsor or buy an ad in the Outdoor Guide*

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

BFC Sponsors Get Recognition:

- *in BFC Social Media ~ on Facebook & Twitter*
- *on BlackFlyChallenge.com ~ 100,000 unique views last year*
- *in Targeted Email Blasts ~ each one reaching thousands of cyclists*

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
 - 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
 - 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

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. **Display/Vendor Space**

- A. Display/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 display 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