



Be a part of the Adirondacks Greatest Race!

BFC's 40-mile route between Inlet & Indian Lake (switching directions every year) makes it one of the longest gravel grinders in the Northeast. Up to 1,000 riders arrive from all parts of the country to race bikes of all kinds—from cyclocross to mountain, fat, and even tandems.

HERE IS WHY:

Supporting Cycling is Smart Business

These visitors dine, stay, shop and return multiple times per year. Your business should be in front of *this audience*:

- 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, and 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 provides scholarships to graduating seniors at Indian Lake and Town of Webb Schools.
- BFC works continually with NYS Department 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 1,000 racers plus hundreds of spectators to the central Adirondack region.

HERE IS HOW:

BECOME A SPONSOR

BFC Sponsors get recognition via:

- BFC Social Media // Facebook & Twitter
- BFC website // BlackFlyChallenge.com receives over 100,000 unique views per year
- Targeted E-mail Blasts // Each one reaches thousands of cyclists

BECOME A VENDOR

- Display/Vendor Space is included with most BFC Sponsor packages (see sponsor levels)
- Vendor space for non-sponsors is \$100.00 per 10' x 10' spot.
- Not-for-profit display space is free upon approval of race committee.

See the next page for:

- **Sponsorship Levels & Benefits »»**
- **Contact information »»**





North Country Subaru Black Fly Challenge Sponsorship Levels



TITLE SPONSOR \$5,000

Your Name preceding Black Fly Challenge everywhere the race name is used, including:

1. Ads, Press Releases, News Coverage, Announcements, etc. (excluding marketing items that are used year after year)
2. BlackFlyChallenge.com: Your Logo Linked on Header, Footer, Sidebar, and Sponsor Page
3. Display Space available to you and prominent placement of Your Banner(s) at all Race Activities
4. Your Promo Material in Event Bags (each racer gets one)
5. Prominent Logo placement on Race T-shirt, Race Jersey, and Bib Numbers
6. Recognition in all BFC Social Media Presence
7. E-blast Ad placement: Name in the Subject Line of all E-blasts, Linked Logo and/or Ad, and an E-blast announcing your Title Sponsorship

PRESENTER \$2,500

1. Recognition in Ads, Press Releases, News Coverage, and Race Day Announcements
2. BlackFlyChallenge.com: Your Logo Linked on Header, Footer, Sidebar, and Sponsor Page
3. Display Space available to you and prominent placement of Your Banner(s) at all Race Activities
4. Your Promo Material in Event Bags (each racer gets one)
5. Prominent Logo placement on Race T-shirt and inclusion on Race Jersey
6. Recognition in select BFC Social Media
7. E-blast Ad placement: Linked Logo and/or Ad, and an E-blast announcing your Presenting Sponsorship

SUPPORTER \$1,500

1. Recognition in Race-Day Announcements
2. BlackFlyChallenge.com: Your Logo Linked on Sidebar, and Sponsor Page
3. Display Space available to you and your Banner placement at pre & post-race venues
4. Your Promo Material in Event Bags (each racer gets one)
5. Logo placement on Race T-shirt
6. Recognition in select BFC Social Media
7. E-blast Linked Logo placement

FRIEND \$700

1. Recognition in Race-Day Announcements
2. BlackFlyChallenge.com: Linked Logo on Sponsor Page
3. Display Space available to you and your Banner placement at pre & post-race venues
4. Your Promo Material in Event Bags (each racer gets one)
5. Name placement on Race T-shirt

FAN \$350

1. Recognition in Race-Day Announcements
2. BlackFlyChallenge.com: Linked Name on Sponsor Page
3. Your Banner placement at pre & post-race venues
4. Your Promo Material in Event Bags (each racer gets one)

LODGING SPONSOR \$300

1. Your Link on the BFC Registration web page
2. Your Link in Confirmation Emails that get sent to ALL registered racers

BECOME A VOLUNTEER!

WE NEED VOLUNTEERS! Being a BFC Race Volunteer is THE ultimate way to get involved! Benefits are many, including

- Volunteer T-shirt
- Up-close vantage points of the race
- Preferred parking
- Free lunch on race day
- At least one free beer (over 21 only)

If you, a family member, or a friend are interested or have questions about volunteering, we want to hear from you!

Adele Burnett, Tourism Director
Town of Inlet Information Office
(315)357-5501 • info@inletny.com

Christine Pouch, Events Manager
Town of Indian Lake
(518)648-5828 • development@indianlakeadk.com



CONTACT SUBMISSION FORM

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

Contact Person: _____ Phone: _____

Email: _____

Company Mailing Address: _____

Sponsor Level: _____

Pay online at BlackFlyChallenge.com OR fill out form above and make check 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 or the Inlet Information Office