



GRO-Promotions LLC
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www.Gropromotions.com



2014 SPONSORSHIP CATAGEORIES 6th Annual

Thank you for your interest in supporting Frog Hollow and the future of racing in Southern Utah. Gro Promotions is proud to be a local race promotion company dedicated to giving back to the sport of mountain biking, and back to our trails. Each year we raise funds that go to support the BLM and DMBTA efforts to increase the number of mountain bike trails in the area. In addition, our race director and many of our local volunteers sit on the Dixie Mountain Bike Trails Association board and contribute countless hours in volunteer time each year to improve trail opportunities.

The 6 hour and 25 hours in Frog Hollow are a two part endurance mountain bike series. This is a grassroots event to show case the amazing terrain in Southwestern Utah and build and share our fabulous cycling culture. A portion of each entry will go back to improve cycling opportunities for all.

Sponsorship categories may be for the race –November 1 & 2 2014

Anticipated attendance for 2014 25 Hour Race – 320-400 racers, 650 total attendance

STATISTICS

A GROWING EVENT –RACE PARTICIPANTS

25 HOURS – CAP 2013 500, MAX CAP 800
 013-320
 012 -273
 011-230
 010-136
 009-77

MEDIA /EXPOSURE

E MAIL SUBSCRIBERS: 1000+
 FACEBOOK FOLLOWER: 776
 OVER 3000 FLYERS AND POSTERS DISTRIBUTED TO 240 REGIONAL BIKE SHOPS IN UT, CO, AZ, MT, ID, AND NM
 AND OTHER EVENTS

- 12 HOURS IN MESA VERDE
- 24 HOURS IN THE SAGE
- TOUR OF THE WHITE MOUNTAINS
- 24 HOURS IN OLD PUEBLO
- FRUITA FAT TIRE FESTIVAL
- INTER BIKE

Ad'S IN
 MOUNTAIN FLYER, CYCLING UTAH, MTB RACE NEWS, MTB RADIO

SPONSORSHIP LEVELS

SOLO LEVEL - TITLE SPONSOR \$5,000+

Benefits:

1. Totally industry Exclusive
2. Event Title. Event will be further known as The (Insert Name) 25 & 6 in Frog Hollow
3. Name and Logo: Sponsor name and logo (where appropriate) will be on all items associated with the Event. (based on print and publication deadlines)
 - Official web page -front page, side bar, and sponsor page, with links
 - Facebook page w/ links (front page and preferred + image logo)
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding packet race beanie)
 - Event commercial (played at highest frequency)
 - Official Event Banners
4. Cross Promotions: Minimum of 4 cross promotions mention highlights in social media, Press releases, or GRO new letters.
5. Sponsors Banner will be placed at Start /Finish and at Event Entrance if provided. Banners will be placed in first position. Additional Banners may be displayed if provided and as room permits.
6. Vendor Area or Expo Area -space as needed
7. Comp entries up to 10 persons in the events/teams of choice. Additional persons will receive the "industry" discount of %50 per person to 10 additional racers.
8. First Right: Title Sponsor will have first right as title sponsor following years at the going title sponsor rate
9. In - Kind: sponsor may supply (\$1500) of support as in-kind contributions

DUO LEVEL- \$3000 +

1. Title: Will be announced as "presented by"
2. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures and Ad's associated with the Event. (based on print and publication deadlines)
 - Official web page - logo on side bar with link
 - Face book Page
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding race beanie)
 - Event commercial (2nd frequency)
3. Cross Promotions: Minimum of 3 cross promotions mention highlights in social media, Press releases, or GRO new letters.
4. Banners: Sponsors Banner will be placed at Start /Finish. Banners will be placed in second position. Additional Banners may be displayed if provided and as room permits.
5. Vendor/ Expo Space as needed
6. Comp entries up to 5 persons in the events/teams of choice. Additional persons will receive the "industry" discount of %50 per person to 5 additional racers.
7. In - Kind: sponsor may supply up to 25% of support in in-kind contributions

ROCK DROP LEVEL - \$1500 +

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures associated with the Event. (based on print and publication deadlines)
 - Official web page - logo on side bar with link
 - FB page
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding race beanie)
 - Event commercial (3rd frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the third largest in size and placed below the Duo Level logos.
4. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
5. Vendor Area: Sponsor will receive a vendor space (BLM permits may be required)
6. Team: Sponsor may enter up to 2 persons in the event/team of choice. Additional Teams will receive the "industry" discount of \$50 per person up to 4 additional people.
7. Multi-year: Sponsor may sign up for multi years at a 10% advanced yr amount. (example -first yr \$5000+, additional years \$4500)
8. In - Kind: sponsor may supply up to 75% of support in in-kind contributions

SINGLETRACK LEVEL- \$500+

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event. (based on print and publication deadlines)
 - Official web page -name on sponsor page with link
 - Facebook Page
 - Event Jersey and T-shirt (for sale)
 - Event commercial (4th frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fourth largest in size and placed below the Rock-drop Level logos.
4. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
5. Vendor Area: Sponsor will receive a vendor space (BLM permits may be required)
6. Team: Sponsor may enter up to 1 person in event/teams and receive the "industry" discount of %50 per person up to 3 additional people.
7. In - Kind: sponsor may supply up to 75% of support in in-kind contributions, exceptions may apply.

DOUBLE TRACK LEVEL UP TO \$499

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event. (based on print and publication deadlines)
 - Official web page - name on Sponsor Page with link

- Facebook Page
 - Event commercial (4th frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fourth largest in size and placed below the Rock-drop Level logos.
 4. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
 5. Vendor Area: Sponsor will receive a vendor space (BLM permits may be required)
 6. Team: Sponsor may enter up to 2 people in event/teams and receive the "industry" discount of %20 per person.
 7. In - Kind: sponsor may supply up to 50% of support in in-kind contributions, exceptions may apply.

SUPPORTING PARTNERS \$1 TO \$1000 SERVICE VALUE

Limit: There will be no limit to sponsors at this level.

Name and Logo: Sponsor name and logo will be on the following material associated with the event.

- Official web page
- Facebook Page
- Promotions in Packet if requested
- Cross promotions where advantageous in press releases and other marketing
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Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fifth largest in size and placed below the single-track Level logos.

Banners: Other venue locations if room is available and requested in advance

Vendor Area: Free Vendor area with in-kind or cash sponsorship over \$500 discount

Team: Sponsor may enter up to people in event/teams and receive the "industry" discount of %20 per \$100 value. May be combined or used for multiple racers.

Multi-year: does not apply

In - Kind: sponsor may supply up to 100% of support in in-kind contributions.

MEDIA SPONSOR

Media Sponsors for Radio and TV will be given exclusive access to the venue to provide local media coverage of the event.

** Additional terms may be negotiated, such as distribution of product samples, or team or racer photos, pre race promotion, custom branded items, etc. when it is mutually beneficial to both parties and does not interfere with terms of another sponsor*

*** All sponsors will receive a sponsorship agreement including all terms and conditions*

**** Vendor and tech area are subject to separate fees and taxes by the state of UT. See tech vendor agreement.*

FROG HOLLOW IN THE MEDIA SAMPLES

[HTTP://TIMLUTZ.BLOGSPOT.COM/2012/11/25-HOURS-IN-FROG-HOLLOW-SOLO-3RD-PLACE.HTML](http://timlutz.blogspot.com/2012/11/25-hours-in-frog-hollow-solo-3rd-place.html)

[HTTP://WWW.UTAHOUTSIDE.COM/2012/10/ENDURE-25-HOURS-IN-FROG-HOLLOW/](http://www.utahoutside.com/2012/10/endure-25-hours-in-frog-hollow/)

OUTSIDE MAGAZINE ON-LINE

[HTTP://OUTSIDE-BLOG.AWAY.COM/BLOG/2010/11/GO-PROMOTIONS-KNOWS-HOW-TO-PUT-ON-A-SHOW.HTML](http://outside-blog.away.com/blog/2010/11/go-promotions-knows-how-to-put-on-a-show.html)

COLOR COUNTRY NEWS LETTER

[HTTP://COLORCOUNTRYCYCLINGCLUB.WORDPRESS.COM/2010/11/11/FROG-HOLLOW-25-HOUR-RACE-A-SUCCESS/](http://colorcountrycyclingclub.wordpress.com/2010/11/11/frog-hollow-25-hour-race-a-success/)

FACEBOOK BLOG-SOLO CHAMPION

[HTTP://WWW.FACEBOOK.COM/HOME.PHP#!/NOTE.PHP?NOTE_ID=10150306996965584&ID=67036079](http://www.facebook.com/home.php#!/note.php?note_id=10150306996965584&id=67036079)

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BE-ULTRA

[HTTP://BEULTRA.COM/WORDPRESS/?P=123](http://beultra.com/wordpress/?p=123)

MOUNTAIN FLYER MAGAZINE

[HTTP://WWW.MOUNTAINFLYERMAGAZINE.COM/VIEW.PHP/25-HOURS-OF-FROG-HOLLOW.HTML](http://www.mountainflyermagazine.com/view.php/25-hours-of-frog-hollow.html)

2 EPIC

[HTTP://2-EPIC.COM/?P=1322](http://2-epic.com/?p=1322)

JILL OUSIDE

[HTTP://ARCTICGLASS.BLOGSPOT.COM/2010/11/25-HOURS-OF-FROG-HOLLOW.HTML](http://arcticglass.blogspot.com/2010/11/25-hours-of-frog-hollow.html)

MTB RACE NEWS (25 HR)

[HTTP://WWW.MTBRACENEWS.COM/VIEW_ARTICLE.JSP?ID=201](http://www.mtbraceneeds.com/view_article.jsp?id=201)

INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

[HTTP://WWW.IMBA.COM/EPICS/HURRICANE-CLIFFS](http://www.imba.com/epics/hurricane-cliffs)

RIDE FOR RICH -CHARITY

[HTTP://WWW.RIDE4RICH.COM/](http://www.ride4rich.com/)

MTB RACE NEWS (6 HR)

[HTTP://WWW.MTBRACENEWS.COM/VIEW_ARTICLE.JSP?ID=194](http://www.mtbraceneeds.com/view_article.jsp?id=194)