



**SPONSORSHIP  
OPPORTUNITIES**

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**BRIDGES**  
*of the*  
**BUTTE**  
**TOWNIE TOUR**

PRESENTED BY



**BANK OF THE WEST**  
**BNP PARIBAS**

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**AUGUST 28 - SEPTEMBER 11, 2022**



**ADAPTIVE SPORTS CENTER**



# TWO WEEKS OF BIKING CHALLENGES CONCLUDING WITH THE TOWNIE TOUR

AUGUST 28—SEPTEMBER 11, 2022

## CHALLENGES



### AUG 28 - SEP 10

Sign up solo or form a team of friends. Set your own goal—anything from mileage to riding every day in a new costume. Track your fundraising efforts on a personalized website and get involved with the additional challenges that will be set throughout the event!

## TOWNIE TOUR



### SEPTEMBER 11

On the last day, see how many laps you can ride with your friends during our 4-hour Townie Tour. The route loops through Crested Butte, meandering across all the town's bridges. Join the After-Party for fun prizes, great music, and incredible food!



Bridges of the Butte attracts over 300 participants each year, not to mention all the spectators wondering why the town has been taken over by bikes ridden by dinosaurs, 80s rock bands, and too many tutus to count.

Funds raised through the 18th Annual Bridges of the Butte will help to provide affordable lessons, state-of-the-art equipment, and highly-trained instructors in many disciplines and disability adaptations.

Please consider joining the Adaptive Sports Center community by becoming a sponsor of the 2022 Bridges of the Butte—it's the most fun you'll have on wheels!

### FOR ADDITIONAL INFORMATION

**Gabe Walker**, *Development Coordinator*  
(970) 349-2296 x104 or [gabe@adaptivesports.org](mailto:gabe@adaptivesports.org)

# BRIDGES SPONSORSHIPS

	EXCLUSIVE! PRESENTING \$6,250	EXCLUSIVE! COURSE \$3,000	EXCLUSIVE! NUMBER PLATE \$1,500	CYCLE \$1,000	CLASSIC CRUISER TEAM \$500	T-SHIRT \$250	AFTER-PARTY INK/IND	PRIZE INK/IND
<b>BENEFITS</b>								
Event registrations	10	5	5	5	10		5	
Sponsor a challenge during the event	★	★	★	★				
Pop-up tent space at base camp	★	★						
Company name included in event title	★							
Award ceremony representative	★							
<b>ON-SITE EVENT RECOGNITION</b>								
Verbal recognition at After-Party	★	★	★	★	★	★	★	★
Banner at base camp	Premium	Deluxe	Deluxe	Standard	Standard		Standard	
Sponsor may provide a promo item to riders at live event	★	★	★					
Asphalt logo decals on course	★	★						
Prize bag with your logo	★							
Event number plate logo			★					
<b>PRE/POST-EVENT MARKETING</b>								
Exposure to thousands of locals, visitors and ASC social followers	★	★	★	★	★	★	★	★
Recognition in the ASC Annual Report	★	★	★	★	★	★	★	★
ASC event webpage	Premium	Deluxe	Deluxe	Deluxe	Standard	Standard	Deluxe	Standard
Social media	Premium	Deluxe	Deluxe	Deluxe	Standard		Standard	Standard
Print advertising	Premium	Deluxe	Deluxe	Deluxe	Standard		Deluxe	
Logo on event t-shirt	Premium	Deluxe		Deluxe		Standard		
<b>Tax deductible value*</b>	<b>\$6,010</b>	<b>\$2,880</b>	<b>\$1,380</b>	<b>\$880</b>	<b>\$260</b>	<b>\$250</b>	<b>donation dependent</b>	<b>donation dependent</b>

\* Should you opt not to use your event registrations, the tax deductible amount of your sponsorship will increase.

Some benefits, including print advertising and t-shirts have deadlines to be included. Sponsor early to get the most benefits!



# TAX BENEFIT INFORMATION

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Tax deductible amounts listed in this brochure represent the value if the full benefits are utilized. Should you opt not to use event registrations, your donation will increase by \$24 per registration.

Sponsorships cannot be paid for with funds from a donor advised fund since goods and services are provided.

Your sponsorship may be eligible for a 25% Colorado Income Tax Credit. Contact us to learn more!

# OTHER WAYS TO GET INVOLVED

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## COUPON BOOK

Looking for another way to participate in Bridges of the Butte? Feature your business in the coupon book given to each participant at the beginning of the event on August 28th. Attract people with a great offer at your business and get a Bridges of the Butte partner sign for your window. Coupons are valid on dates you choose.

## VOLUNTEER

The Adaptive Sports Center's Bridges of the Butte Townie Tour is made possible by volunteers. We wouldn't be able to do it without you! Anyone over the age of 16 is welcome to volunteer at base camp. You must be at least 18 to volunteer as a course marshal. If you have questions about volunteering please contact Lee Berglund, Development Manager at (970) 349-2296 x105 or [lee@adaptivesports.org](mailto:lee@adaptivesports.org).

## IN-KIND

We welcome in-kind sponsors! Participate in our After-Party by donating a prize. In-Kind benefits are calculated at half the retail value of the product donated.

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The Adaptive Sports Center has enhanced the quality of life for people with disabilities through exceptional outdoor adventure activities since 1987.



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