

SPONSORSHIP OPPORTUNITIES



ADAPTIVE SPORTS CENTER

19TH ANNUAL

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

AUGUST 27
THRU
SEPTEMBER 10

PRESENTED BY

BANK OF THE WEST

A trade name used by BMO Harris Bank N.A.



TWO WEEKS OF BIKING CHALLENGES CONCLUDING WITH THE TOWNIE TOUR

AUGUST 27—SEPTEMBER 10, 2023

CHALLENGES

AUG 27—SEPT 10

Follow the ASC on social media for challenge updates and to win great prizes. Create your own personalized web page to track your fundraising efforts and progress.



TOWNIE TOUR

SEPT 10

Join us for a 4-hour Townie Tour meandering across the beautiful bridges of Crested Butte. Ride laps with your friends, wear costumes, and enjoy the food, fun, and music at the after-party on Elk Avenue.



Bridges of the Butte attracts up to 300 participants each year, with curious spectators marveling at bike-riding dinosaurs, 80s rock bands, and too many tutus to count.

Funds raised through the 19th annual Bridges of the Butte 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 2023 Bridges of the Butte—it's the most fun you'll have on wheels!

FOR ADDITIONAL INFORMATION CONTACT:

Gabe Walker, Development Coordinator

(970) 349-2296 x104 or gabe@adaptivesports.org

BRIDGES SPONSORSHIPS

SOLD
EXCLUSIVE
PRESENTING
\$7,000

SOLD
EXCLUSIVE
COURSE
\$3,500

BRIDGE
\$2,500

EXCLUSIVE
NUMBER PLATE
\$1,500

CYCLE
\$1,000

CLASSIC CRUISER TEAM
\$500

CRESTED BUTTIAN
\$250

AFTER-PARTY
IN-KIND

PRIZE
IN-KIND

| BENEFITS | | | | | | | | | |
|--|---------|---------|---------|----------|----------|----------|----------|--------------------|--------------------|
| Event registrations | 10 | 10 | 10 | 5 | 5 | 10 | | 5 | |
| Sponsor a challenge during the event | ★ | ★ | ★ | ★ | ★ | | | | |
| Popup tent space at base camp | ★ | ★ | ★ | | | | | | |
| Opportunity to decorate a bridge the morning of September 10 | ★ | | ★ | | | | | | |
| Company name included in event title | ★ | | | | | | | | |
| Award ceremony representative | ★ | | | | | | | | |
| ON-SITE EVENT RECOGNITION | | | | | | | | | |
| Verbal recognition at the after-party | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Banner at base camp | Premium | Deluxe | Deluxe | Deluxe | Standard | 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 | | | | ★ | | | | | |
| ADDITIONAL PRE/POST EVENT MARKETING | | | | | | | | | |
| Exposure to thousands of locals, visitors and ASC social followers | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Recognition in the Adaptive Sports Center Annual Report | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| ASC event webpage | Premium | Deluxe | Deluxe | Deluxe | Deluxe | Standard | Standard | Deluxe | Standard |
| Print advertising materials | Premium | Deluxe | Deluxe | Deluxe | Standard | | | Standard | |
| Logo on event t-shirt | Premium | Deluxe | Deluxe | Standard | Standard | | | Standard | |
| Social media | Premium | Deluxe | Deluxe | Standard | Standard | | | Standard | |
| Tax deductible value* | \$6,760 | \$3,260 | \$2,260 | \$1,380 | \$880 | \$260 | \$250 | donation dependent | donation dependent |

*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!

BRIDGES SPONSORSHIP

PRESENTING \$7,000

Provides a week of activities for four people living with cancer.

COURSE \$3,500

Provides updates to the outdoor clothing we provide our participants during their stay.

BRIDGE \$2,500

Provides two weeks of ski lessons for a local child with a developmental disability.

NUMBER PLATE \$1,500

Provides meals for a visiting group from a rehabilitation hospital.

CYCLE \$1,000

Updates our rock-climbing safety hardware.

CLASSIC CRUISER \$500

Provides a scholarship for two full-day mono-ski lessons for a person with a spinal cord injury.

CRESTED BUTTIAN \$250

Provides a full-day ski lesson for a child with cerebral palsy.



OTHER WAYS TO GET INVOLVED

IN-KIND

We welcome in-kind sponsors! From the prizes we give away to the food and drinks we provide at base camp, this event heavily relies on the kind and generous support of local businesses. In-kind sponsors are listed on our website, and large donations may correspond with sponsorship benefits. For more information, reach out to Gabe Walker at gabe@adaptivesports.org.

VOLUNTEER

The Adaptive Sports Center's Bridges of the Butte Townie Tour is made possible by many volunteers. We would not be able to do it without you! You must be 18 to volunteer as a course marshal, and volunteers ages 16 and up are welcome at base camp. If you have questions about volunteering, please contact Lee Berglund, Development Manager at (970) 349-2296 x105 or lee@adaptivesports.org.

TAX BENEFIT INFORMATION

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. In-kind benefits are calculated at half the retail value of the product donated.

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!





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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