



ROADLESS RIDE



**2021
Event Spotlight**



Last year's event returned to a limited capacity, in-person event AND engaged a broader audience with the "virtual rider" option.



In 2021, a total of 153 participants helped to generate 621 donations totaling \$80,000 in support of families living at Brent's Place.



This event is ideal for individuals or companies that want to invest sweat equity and activate their network for a good cause.



Friday, September 30, 2022

Join Brent's Place for a ride like no other! For the 16th straight year, indoor cycling enthusiasts will come together at Club Greenwood with passion and purpose. For a full day, our Roadless Ride warriors will sweat it out to raise money in support of the families that call Brent's Place home.



\$8,000

Presenting Sponsor

- Top billing in all print and digital event collateral
- Dedicated social media spotlight and inclusion in all event-specific social media posts
- Logo featured prominently throughout event:
 - Up to two sponsor-provided banners onsite
 - Opportunity to provide branded products in goody bags
 - Event day recognition during in-class announcements
 - Opportunity for a spokesperson at the opening or closing event ceremony
- 20 complimentary Roadless Warrior registrations for mid-day class

****Team-Building Opportunity!****

\$2,500

Gear Up Class Sponsor

- Sponsorship of a well-attended "power hour" class
- Logo or text placement in all print and digital event collateral
- Tagging in all sponsor-specific social media event posts
- Logo featured at event:
 - One sponsor-provided banner onsite
 - Opportunity to provide branded products in goody bags
- In-class presentation of one sponsor-provided prize giveaway
- *10 complimentary Roadless Warrior registrations for employee or client engagement



\$1,000

Warm Up Class Sponsor

- Text placement in select print and digital event collateral
- Inclusion in one event-specific social media post
- Logo featured at event:
 - One sponsor-provided banner displayed during assigned class hour
 - Opportunity to provide branded products in goody bags
- In-class presentation of one sponsor-provided prize giveaway
- 4 complimentary Roadless Warrior registrations

Individual Participation:

In-person:

\$50 Roadless Warrior

Includes 1 one-hour cycling class, event t-shirt, snacks and refreshments, and chances to win prizes.

Breakaway Rider \$95

Includes *Roadless Warrior* level benefits, up to two cycling classes, and an upgraded goody bag.

\$2500* Century Rider

Century Riders will dedicate a full day to cycling and pledge* to raise \$2500 in celebration of the organization's 25th anniversary.

Virtual:

\$50 Cheer Squad

Support without the sweat! Join the virtual Cheer Squad and receive an event t-shirt.

Virtual Rider FREE*

Get active at home. If you raise or give at least \$150*, we'll send you an event t-shirt and you will be entered to win a Virtual Rider prize pack!



Ask about how your company can help super charge riders with an in-kind product donation.

Questions?

Monique McCoy
VP of External Affairs
720-343-2816
mmccoy@brentsplace.org