

#### Coffee Sponsor - \$1,000

- Logo on coffee sleeves
- Name listed on event t-shirt
- Sponsorship signage at coffee area

#### SAG support Wrist Band Sponsor - \$1,000

- Logo on all SAG support wrist bands given to all cyclists
- Name listed on event t-shirt

#### Cheer Squad Sponsor - \$1,000

- Logo on noise makers given to spectators and volunteers
- Name listed on event t-shirt

#### Hydration Sponsor - \$500

- Sponsorship signage at water stations
- Name listed on event t-shirt

#### Warm Up Area Sponsor - \$500

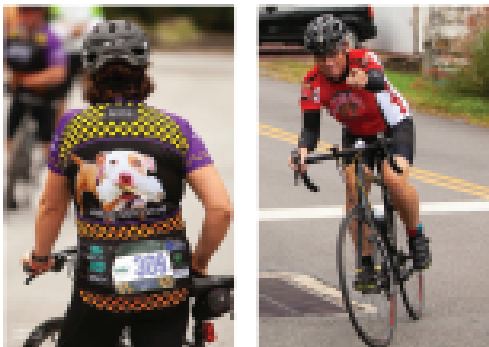
- Company hosts 10 minute warm up before start of race
- Name listed on event t-shirt

### Support Sponsorships

#### Vendor Booth - \$250

#### Encouragement Sign - \$250

#### "I Adopted" Sign - \$150



Learn more about  
Gran Fondo at  
[www.mlargranfondo.org](http://www.mlargranfondo.org)



#### About Main Line Animal Rescue

For more than 20 years, Main Line Animal Rescue has been rehabilitating animals, with a focus on saving those who have fallen victim to the cruel puppy mill practice. MLAR's sprawling 60-acre farm provides a safe haven for these animals to become the care-free and loving animals they were always meant to be.

In 2018, the PSPCA welcomed Main Line Animal Rescue to the family. By joining forces, the PSPCA and MLAR are able to make an even greater impact for animals in need throughout Pennsylvania.

#### QUESTIONS? CONTACT

**Maura Murphy,**  
Director of Special Events  
[mmurphy@pspca.org](mailto:mmurphy@pspca.org)

## Main Line Animal Rescue 4<sup>TH</sup> Annual Gran Fondo Cycling Event

Presented by



Audi

WEST CHESTER

### Sponsorship Information



**Saturday, October 5, 2019**



Featuring 100K, 50K, 40K, and 15K rides  
+ 4 Timed Climbs and  
an EPIC after-party!

[www.mlargranfondo.org](http://www.mlargranfondo.org)

# 2019 MLAR GRAN FONDO CYCLING EVENT SPONSORSHIP OPPORTUNITIES

## MLAR Gran Fondo 2019 Sponsorship Levels

Included in all sponsorships: Listing on PSPCA's, MLAR's, and MLAR Gran Fondo's websites, listing on event t-shirt, and insert in registration bag.

### Premiere Sponsorships

#### Presenting Sponsor - \$15,000

**SOLD**

- Listed as presenting sponsor on all event advertising, social media platforms, email blasts, website and event materials
- Logo in most prominent location on limited edition cycling jersey and event t-shirt
- 8 complimentary ride registrations and 8 cycling jerseys
- Sponsor provided cars/tent/signage on property
- Reserved dining table at After Party

#### Hat Sponsor - \$5,000

- Logo on hats given to all cyclists
- Logo on limited edition cycling jersey and event t-shirt in premiere location
- 4 complimentary ride registrations and 4 cycling jerseys
- Reserved dining table at After Party

#### Water Bottle Sponsor - \$3,500

- Logo on water bottles given to all cyclists
- Logo on limited edition cycling jersey and event t-shirt
- 2 complimentary ride registrations and 2 cycling jerseys
- Reserved dining table at After Party

#### Registration Bag Sponsor - \$3,500

- Logo on registration bags given to all cyclists
- Logo on limited edition cycling jersey and event t-shirt
- 2 complimentary ride registrations and 2 cycling jerseys
- Reserved dining table at After Party

#### Ride Sponsor (Limited 4) - \$2,500

- Choice of ride sponsorship
- Name list on all chosen ride signage and advertising in emails and on website
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Rest Stop Sponsor - \$2,500

**SOLD**

- Name/logo on signage at all 3 rest stops, including Coldwell Rest Stop
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Timed Climb Sponsor (Limited to 4) - \$2,500

- Choice of timed climb sponsorship
- 2 signs displayed at bottom and top of chosen timed climb
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Stadium Cup Sponsor - \$2,500

**SOLD**

- Company name/logo on Stadium Cups
- Sponsorship signage at beer/after-party area
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Beer Sponsor - \$2,500

**SOLD**

- Signage in beer/after-party tent
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Volunteer Sponsor- \$2,500

- Exclusive sponsorship of volunteer team
- Name/logo on volunteer t-shirt
- Name listed on event t-shirt
- 2 Encouragement signs (1 course/1 property)
- 2 complimentary ride registrations

#### Start/Finish Sponsor - \$2,500

- 4 signs displayed at start/finish line
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Bike Sponsor - \$2,000

- Sponsorship signage on property
- Name listed on event t-shirt
- 2 complimentary ride registrations

#### Road Support Sponsor - \$2,000

- Name/Logo on ride support vehicle
- Name listed on event t-shirt
- 4 Encouragement sign on course
- 2 complimentary ride registrations and 2 cycling jerseys

#### Awards Sponsor - \$1,500

- Sponsorship name announced at awards ceremony
- Name listed on event t-shirt
- Sponsorship signage on property
- 1 complimentary ride registration

#### Ice Cream Sponsor - \$1,500

- Name listed on event t-shirt
- Sponsorship Signage on property
- 1 complimentary ride registration

#### Welcome/Entrance Sponsor - \$1,000

- 4 signs displayed at entrance/registration area
- Name listed on event t-shirt