



## A Gravel Road Cycling Event

106 Mile, 53 Mile, 42 Mile and Relay Courses

SPONSORSHIP PACKAGES				
BENEFITS	BUSINESS	GOLD	PLATINUM	PRESENTING
EXCLUSIVE NAMING RIGHTS				X
NAME INCLUDED IN PRESS RELEASE				X
LOGO ON ONLINE REGISTRATION PAGE				X
LOGO ON AWARDS				X
LOGO AND LINK ON WEBSITE HOMEPAGE				X
LOGO ON BANNER DISPLAYED IN THE TOWN OF CHINO VALLEY				X
LOGO ON SECONDARY WEBSITE PAGES			X	X
LOGO ON RACE PLATES			X	X
COMPLIMENTARY ENTRIES		1	2	4
LOGO ON T-SHIRTS		X	X	X
LOGO AND LINK ON WEBSITE SPONSOR PAGE	X	X	X	X
TENT SPACE AT START/FINISH	X	X	X	X
CREATIVE MARKETING ON SOCIAL MEDIA	X	X	X	X
VERBAL RECOGNITION BY ANNOUNCER ON EVENT DAY	X	X	X	X
<b>ANNUAL COMMITMENT</b>	<b>\$150</b>	<b>\$400</b>	<b>\$800</b>	<b>\$1,600</b>

CUSTOM PACKAGES AVAILABLE UPON REQUEST! Annual commitment is cash value. Commitment may also be satisfied in retail product valued at 2x the cash amount. In some instances, commitment may be fulfilled with barter of services on race day.

**Saturday | May 6, 2017**

**Chino Valley, Arizona**

**AZ Gravel Rides**

**Website: <http://azgravelrides.com>**

**Email: [azgravelrides@gmail.com](mailto:azgravelrides@gmail.com)**

**Facebook: <https://www.facebook.com/chinogrinder>**

**Phone: 480-452-9767**

# About the Event...

On May 6<sup>th</sup>, 2017 AZ Gravel Rides will host the 4th Annual Chino Grinder, an endurance cycling event. The Chino Grinder features a 106 mile course that travels from Chino Valley, Arizona (12 miles north of Prescott) to Elk Ridge Ski and Recreation Area near Williams, Arizona and back to Chino Valley. There is approximately a 60/40 split between gravel and paved roads with nearly 10,000 feet of climbing. Almost any type of bicycle (road, cross, gravel, and mountain bikes) can be ridden on the course.

AZ Gravel Rides has use of an 800 acre park for the start/finish and expo area, providing ample space for parking, camping, and vendors. In the past year the AZ Gravel Rides website has been visited over 44,000 times from 1900 cities in 96 countries. In 2016, the Chino Grinder attracted over 300 participants and volunteers. These numbers are expected to more than double for the 2017 event.

AZ Gravel Rides has the full support of the Town of Chino Valley, the Chino Valley Chamber of Commerce, Yavapai County, Coconino County and the United States Forest Service. Of the many organizations AZ Gravel Rides proudly raises funds for, the Chino Grinder is delighted to contribute through registration based donations and other programs to the Chino Valley Rotary Club. Additionally, the Chino Grinder has become a part of the Town of Chino Valley involving local businesses and other charities, including the local National Interscholastic Cycling Association (NICA) high school mountain bike team and the Yavapai Amateur Radio Club (they assist in search and rescue missions). Over \$1600 was raised for these charities in 2016 and an estimated \$200,000 was added to the Town of Chino Valley and the surrounding region's economy.

## Why Sponsor?

AZ Gravel Rides hopes you will consider being a sponsor for our 2017 event. There are several great reasons for you to sponsor this event.

- Receive maximum exposure for your company at minimal cost
- Gain a winning image as a supporter of health, fitness, and wellness
- Build a community sense of togetherness along with other regional and local organizations
- Participate in the continued growth of a nationally known cycling event
- Market specifically to cyclists, an educated, high-income demographic, passionate about their sport and loyal to the brands that support it
- Increase brand awareness with strategic logo placement on Chino Grinder flyers, website, and social media
- Create new relationships with other sponsors, vendors and attendees
- Gain exposure from promotional social media advertising (Facebook, Twitter, and Instagram)

For more information about AZ Gravel Rides and the Chino Grinder visit our website or Facebook.

