



Sponsorship Proposal

**MAY 6, 2023 | OCTOBER 7, 2023**

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Bentonville Parks & Recreation  
Fayetteville Parks & Recreation



CITY OF  
**FAYETTEVILLE**  
ARKANSAS





As the largest cycling event in Northwest Arkansas, there is no other event that has the impact on Northwest Arkansas than the Square 2 Square Bike Ride. This event, which takes place twice a year, promotes health and fitness in our communities and encourages both local and non-local patrons to experience the Razorback Greenway. This event also benefits park & trail systems in Northwest Arkansas. When you sponsor the Square 2 Square Bike Ride, you will receive year round promotion and exposure. Over the last year, the Square 2 Square Bike Ride has shifted to offer a virtual month long challenge as well as different ride distances for families.



# By The Numbers

**22,705 riders since the event started in 2015.**

**26- States Represented**

**34,482- Facebook followers**

**43,000+ Individuals reached through email marketing**

# SPONSORSHIP LEVELS



## \$10,000 Level Title Sponsor

### \$5,000 Level

Finish Line

Start Line

Virtual Ride

Razorback Greenway Sponsor

Fayetteville Packet Pick-Up

Bentonville Packet Pick-Up

Bicycle Sponsor

### \$4,000 Level

Entertainment

### \$1,500 Level

Pit Stop

### \$1,000 Level

Medical

Celebration

# SPONSORSHIP LEVELS



# TITLE SPONSOR \$10,000

As the largest cycling event in Northwest Arkansas, there is no other event that has the impact on NWA as the Square 2 Square Bike Ride. As title sponsor of this event, your company will receive maximum exposure to over 4,000 riders from all over the country.

## PRIMARY BENEFITS

- Your company logo is incorporated into the Square 2 Square logo. Everything Square 2 Square is on, your logo is on.
- Your company logo will appear on all event signage.
- Opportunity to set up at the start and/or finish line.

## SECONDARY BENEFITS

- Your company logo will appear on all emails, print, web, and multimedia advertising including website, posters, rack cards, and flyers.
- Your company will receive specific call-outs on social media.
- 20 complimentary entries into the spring/fall ride.
- Opportunity to provide goody bag items to all riders.
- Additional benefits can be added based on sponsors preference.

## SPONSORSHIP LEVELS



# FINISH LINE SPONSOR \$5,000

As the Finish Line sponsor, you will be given prime location in both the spring and the fall ride! In the spring, you will "own" the finish line in downtown Bentonville. In the fall, you'll "own" the finish line in Fayetteville at Walker Park.

## PRIMARY BENEFITS

- Make the start/finish line yours with event signage, inflatables, handouts, and more!
- Your company logo to appear on event signage at the start/finish line.
- Your company logo to appear on the ride shirt.
- Company logo appears on some print, web, and multimedia.
- Your company logo will be included on all emails sent to participants/potential participants.

## SECONDARY BENEFITS

- Your company logo will be included on emails sent on participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference,

## SPONSORSHIP LEVELS



# START LINE SPONSOR \$5,000

As the Start Line sponsor, you will be given prime location in both the spring and the fall ride! In the spring, you will "own" the start line in Fayetteville at Walker Park. In the fall, you'll "own" the start line in downtown Bentonville.

## PRIMARY BENEFITS

- Make the start/finish line yours with event signage, inflatables, handouts, and more!
- Your company logo to appear on event signage at the start/finish line.
- Your company logo to appear on the ride shirt.
- Company logo appears on some print, web, and multimedia.
- Your company logo will be included on all emails sent to participants/potential participants.

## SECONDARY BENEFITS

- Your company logo will be included on emails sent on participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference,

# SPONSORSHIP LEVELS



## VIRTUAL RIDE SPONSOR \$5,000

As the Virtual Ride sponsor, you will be entitled to make your trailside presence known throughout the virtual ride via signs, cutouts, banners, etc.

### PRIMARY BENEFITS

- Make your trailside presence known throughout the virtual ride.
- Your company logo to appear on event signage at the start/finish line.
- Your company logo to appear on the ride shirt.
- Company logo appears on some print, web, and multimedia.
- Your company logo will be included on all emails sent to participants/potential participants.

### SECONDARY BENEFITS

- Your company logo will be included on emails sent on participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference,

## SPONSORSHIP LEVELS



# BICYCLE SPONSOR

## \$5,000

Your product will be featured throughout the event start line, on the course, and at the finish line.

### PRIMARY BENEFITS

- Opportunity to have dedicated space at the finish line to showcase bikes, demos, etc.
- Your company logo will appear on signage at the beginning and end of the ride.
- Your company logo will appear on the ride shirt.
- Your company logo appears on some print, web, and multimedia advertising including the website, posters, rack cards, and flyers.

### SECONDARY BENEFITS

- Your company logo will be included on emails sent on participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference,

## SPONSORSHIP LEVELS



# BENTONVILLE PACKET PICK-UP SPONSOR-\$5000

Make the experience of "packet pick-up" better for every rider. This is the opportunity for your company/organization to be front & center for 2 days of packet pick-up, a requirement for every rider to attend.

## PRIMARY BENEFITS

- Make packet pick-up "yours" with signage, inflatables, handouts, and more!
- Logo will be added to a ride shirt.
- Exclusive sponsor presence at the packet pick-up locations.
- Your company logo appears on some print, web, and multimedia advertising including websites, posters, rack cards, and flyers.

## SECONDARY BENEFITS

- Your company logo will be included on all emails sent to participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring ride and 10 complimentary entries into the fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.

# SPONSORSHIP LEVELS



## FAYETTEVILLE PACKET PICK-UP SPONSOR-\$5,000

Make the experience of "packet pick-up" better for every rider. This is the opportunity for your company/organization to be front & center for 2 days of packet pick-up, a requirement for every rider to attend.

### PRIMARY BENEFITS

- Make packet pick-up "yours" with signage, inflatables, handouts, and more!
- Logo will be added to a ride shirt.
- Exclusive sponsor presence at the packet pick-up locations.
- Your company logo appears on some print, web, and multimedia advertising including websites, posters, rack cards, and flyers.

### SECONDARY BENEFITS

- Your company logo will be included on all emails sent to participants/potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring ride and 10 complimentary entries into the fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.

## SPONSORSHIP LEVELS

# RAZORBACK GREENWAY SPONSOR-\$5,000

Talk about bang for your buck! Why not sponsor all 30 miles of the Razorback Greenway during the Square 2 Square Bike Ride and gain visibility to all six NWA communities connect to the Razorback Greenway.

## PRIMARY BENEFITS

- Your logo will be printed on all arrow markings along the course.
- Your company logo will appear on the ride shirt.
- Your company logo appears on some print, web, and multimedia advertising including the website, posters, rack cards, and flyers.

## SECONDARY BENEFITS

- Your company logo will be included on all emails sent to participants/.potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.



# SPONSORSHIP LEVELS



## ENTERTAINMENT SPONSOR - \$4,000

Be responsible for keeping the party going at the finish line!

### PRIMARY BENEFITS

- Your company logo will appear on signage near band/dj at finish line
- Your company logo will appear on a ride shirt.
- Your company logo appears on some print, web, and multimedia advertising including the website, posters, rack cards, and flyers.

### SECONDARY BENEFITS

- Your company logo will be included on all emails sent to participants/.potential participants.
- Your company will receive specific call-outs on social media.
- 10 complimentary entries into the spring and fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.

## SPONSORSHIP LEVELS



# PIT STOP SPONSOR-\$1,500

This sponsorship is the perfect opportunity for any company or organization that wants to be involved for maximum exposure. This sponsorship is a more affordable sponsorship because we ask the sponsors to dedicate their resources to make their pit stop the best on the course!

## PRIMARY BENEFITS

- Your company will own one of the "pit stops" along the course.
- Make it your own! Decorate your pit stop with signage, inflatables, etc. to make it yours!
- Opportunity to hand out food and giveaway items to all riders.
- Your logo will appear on some print, web, and multimedia advertising including website, posters, rack cards, and flyers.
- Your name will be included on some emails sent to participants/potential participants.

## SECONDARY BENEFITS

- 10 complimentary entries in the spring ride and 10 complimentary entries in the fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.



## SPONSORSHIP LEVELS

# CELEBRATION SPONSOR-\$1,000

This sponsorship is the perfect opportunity for any company or organization that wants to be involved for maximum exposure. This sponsorship is the most affordable sponsorship we offer because we ask the sponsors to dedicate their resources to ensure riders have the best experience at the start and finish lines!

## PRIMARY BENEFITS

- Your company will be set up at either the start line or the finish line.
- Opportunity to hand out food and giveaway items to all riders.
- Your logo will appear on some print, web, and multimedia advertising including website, posters, rack cards, and flyers.
- Your name will be included on some emails sent to participants/potential participants.

## SECONDARY BENEFITS

- 10 complimentary entries in the spring ride and 10 complimentary entries in the fall ride.
- Opportunity to provide goody bag items.
- Additional benefits can be added based on sponsors preference.



# CONTACT INFORMATION



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