

CEDAR SPRINGS BREWING CO.

# The Cedar Blitz

GRAVEL WAR ON WHEELS

## THE CEDAR BLITZ: GRAVEL ROAD CYCLING RACE

### BECOME A SPONSOR TODAY!

Rogue Racing Promotions LLC is bringing Michigan's next top gravel race to Cedar Springs. We are here to promote the great sport of cycling in the local community and offer fun and competitive opportunities for people to be active. With a long background in the sport, we bring a lot of passion and excitement to share our love of cycling with others.

The Cedar Blitz is happening May 30<sup>th</sup> at Cedar Springs Brewing Co. We are expecting 200-400+ cyclists and many spectators consisting of friends, families, and teams. Race categories include an 18-mile course for beginners as well as a 35-mile course for the average to elite rider ranging across many classifications regarding age and gender.



We are currently looking for more sponsors to help make the Cedar Blitz possible. We have various plans to choose from and would love to incorporate your business, representing you throughout our race. You can see below for more information on specific opportunities to be a part of the Cedar Blitz!

Sponsor Benefits	Basic Exposure	Medium Exposure	High Exposure
	Bronze \$250	Silver \$500	Gold \$1000
Featured Sponsor Status on marketing materials			*
Name or Logo on T-shirts or other race merchandise			*
Sell merchandise to promote your organization			*
Frequent Sponsor Shout-Outs during event by Announcer			*
Name or Logo on race flyers (paper and electronic)		*	*
Name or Logo on event registration page		*	*
Space for tent to promote your organization		*	*
Swag bag promotional items (provided by sponsor)	*	*	*
Event website exposure <a href="http://www.cedarblitz.com">www.cedarblitz.com</a>	*	*	*
Event Social Media Event page exposure	*	*	*
<b>Exposure Definitions:</b>			
<b>Basic Exposure: Social media, website, Swag bag promotional items for all racers</b>			
<b>Medium Exposure: Basic Exposure + Flyers, Registration Page, During Event, Space for Tent</b>			
<b>High Exposure: Basic + Medium + Featured Sponsor Status, Frequent Announcer Shout-Outs during event, On T-shirts or other merchandise, allowed to sell merchandise</b>			



Contact: Taylor Mrozinski, Race Coordinator – 616-329-6532, [info@cedarblitz.com](mailto:info@cedarblitz.com)

Marty Mrozinski, Race Director – 616-558-6407, [info@cedarblitz.com](mailto:info@cedarblitz.com),  
[www.cedarblitz.com](http://www.cedarblitz.com)

# Sponsorship Agreement

By signing this agreement, you give Rogue Racing Promotions LLC the permission to use any intellectual property of the sponsor's on select marketing media and event information including flyers, online marketing, event gear, and pictures of the event.

The sponsor will select a plan, and/or list any alternate ways of sponsoring including race gear, event resources and materials, and other specific things agreed upon as will be written in this document.

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Space for tent to promote your organization		*	*
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Event website exposure www.cedarblitz.com	*	*	*
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Chosen plan: \_\_\_\_\_

Method and amount of payment/receivables from sponsor: \_\_\_\_\_

Additional notes/agreements: \_\_\_\_\_

Organizer Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Company: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Company: \_\_\_\_\_