



Thank you for your interest in being a part of the 2018 Black Hills Mountain Fest (formerly the Black Hills Fat Tire Festival). Our festival is centered on promoting outdoor recreational opportunities within our region and the camaraderie that surrounds them. The festival includes three days of mountain biking, hiking, trail running, rock climbing, clinics, an expo area, live music, craft beer, good food and lots of friends! It is our goal to provide a beneficial opportunity for your organization or company to increase your brand equity in front of a demographic group that is brand loyal. All sponsorship dollars will help offset associated costs to put on the various elements of the event and increase opportunities for event participants.

Platinum Sponsorship – \$4000 total (min. \$3000 cash & \$1000 in-kind product)

- Logo on all promotional material (website, postcards, emails, national advertisement, etc.).
- Name listed in all press release event billings as “BH Mt Fest brought to you by ...”.
- Unlimited banners displayed throughout the expo area, event tent, and race areas. Sponsor must supply the banners.
- Continuous event affiliation mentions.
- Complimentary double vendor space available in expo area including your choice of location.
- Promotional materials in event swag bags.
- Logo on festival give-a-way/t-shirt.
- Logo and link on website.
- All access to festival events and registrations for up to 4 participants in any one race.

Gold Sponsorship – \$2500 (min. \$2000 cash \$500 in-kind product) Three Races Available

- Logo on race event related promotional materials.
- 4 Banners displayed throughout related event locations including start/finish area and awards tent at Founders Park. Sponsor must supply the banners.
- Complimentary double vendor space available in expo area.
- Logo or company name on race bibs
- Promotional materials in event swag bags.
- Logo on festival give-a-way/t-shirt.
- Logo and link on website.
- All access to festival events and registrations for up to 2 participants in any one race.

Silver Sponsorship – \$1500 (min. \$1000 cash \$500 in-kind product)

- Logo on specific event related promotional materials. (TBD by sponsor)
- 2 Banners displayed at venue. Sponsor must supply the banners.
- Company will have the opportunity to have a tent at the venue and hand out any promotional materials.
- Promotional materials in event swag bags.
- Announcements throughout the evening.
- Logo on festival give-a-way/t-shirt.
- Logo and link on website.

Bronze Sponsorship – \$500 (Cash or in-kind product)

- A banner displayed at venue. Sponsor must supply the banners.
- Promotional materials in event swag bags.
- Company name on festival give-a-way/t-shirt.
- Logo and link on website.

If you do not see a sponsorship package that appeals to you please feel free to negotiate one specifically that appeals to your business. Our goal is to increase local partnerships thru this exciting community event.

The Black Hills Mountain Festival is owned by the Rapid City Parks and Recreation Department and operates under a special use permit issued by the Black Hills National Forest Service. This event could not happen without the collaboration with Lost Cabin Brewery and many other contributors. Thank you for your time and consideration. I look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kirsty Smith', is written over a light blue horizontal line.