



ABOUT TRAILNET

Trailnet's MISSION is to lead in fostering healthy, active, and vibrant communities where walking, bicycling, and the use of public transit are a way of life.

Our VISION is for Streets for All.

We pursue our mission and vision through three PROGRAM AREAS:

- **Community Planning.** Together with partners, city officials and community members, we help create plans for streets that reflect best practices for encouraging safe connections for biking and walking.
- **Advocacy & Policy.** We advocate for better walking and biking for everyone. We occupy a unique place at the table to foster change at local, state, and federal levels. We are building public and political will to support affordable, accessible active transportation options.
- **Education & Encouragement.** We teach adults and youth practical skills that make walking and biking easier. We host bike rides to get people moving & engaged with bicycle & pedestrian advocacy.

ABOUT TRAILNET RIDES



- Trailnet's fitness-focused rides
- Six unique destination rides throughout the region
- SAG-supported, pit stops and post-ride festivities
- All-day events with approx. 300-600 riders, plus spectators & volunteers

TRAILNET COMMUNITY RIDES

- Short, easy group rides showcasing art, history and culture on city streets
- Community-focused with expert guides and storytellers
- Designed to make biking more accessible
- Smaller groups, approx. 30-75 riders (except for Juneteenth)





RIDE SPONSORSHIP OPPORTUNITIES

- Reach new audiences
- Associate your brand with healthy, active lifestyles
- Promote employee health & wellness culture at your company
- Elevate your profile as a leader in philanthropy
- Give back to your community by supporting safer, easier options for walking, biking and using transit

RECOGNITION EXAMPLES



Logo on digital event banner (email, social, web)



Provide on-side signage



Logo on membership t-shirt or Ride the Rivers jersey



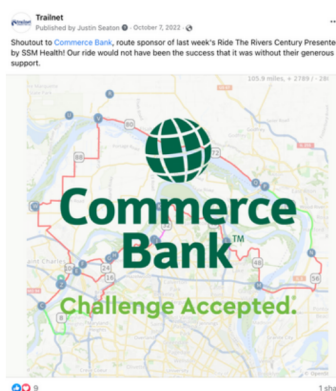
Logo on rest stop signs



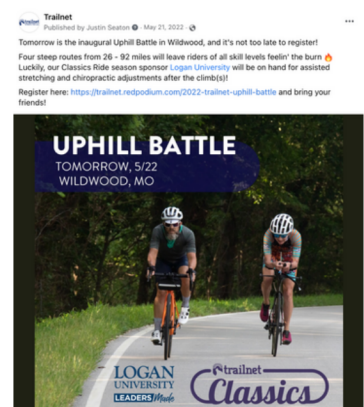
INVESTORS, SPONSORS, AND PARTNERS



Logo on website



Social media recognition





StG GRAVEL CLASSIC

Ste. Genevieve, MO

APR
16

UPHILL BATTLE

Wildwood, MO

JUN
4

I SCREAM FOR ICE CREAM

Edwardsville, IL - The Cyclery and Fitness Center

JUL
9

BOTTLENECK BRIDGE

Festus, MO

AUG
13

MOONLIGHT RAMBLE

St. Louis, MO



AUG
26

GIRO DELLA MONTAGNA

St. Louis, MO - The Hill

SEP
3

RIDE THE RIVERS CENTURY

St. Charles, MO - The Streets of St. Charles

SEP
30

SPECIAL THANKS TO OUR SEASON SPONSORS:



2023 Trailnet Rides Season Sponsorship Levels

Sponsor the entire season of rides, April - September, throughout the Region!


		Classics Expo	Classics Contributin g	Classics Presenting	Community Presenting
	Cash Investment	\$300	\$1,000	\$5,000	\$7,500
Advertising & Promotion	Logo on 2022 Trailnet Classics t-shirt*			✓	✓
	Logo on Trailnet's 2022 bike jersey*			✓	✓
	"Presented by" language in season title			✓	✓
	Include item or handout in rider packets or at registration table			✓	✓
Digital Branding	Logo and link on Trailnet.org Rides and Partners pages			✓	✓
	Your logo on digital event banner, used in emails, across the website, and social media			✓	✓
	Your company name linked on the registration page		✓	✓	✓
Social Media	# of social media posts mentioning and tagging your company		1	7	7
	Co-Host on Facebook event pages			✓	✓
Email	Inclusion in Trailnet's E-Newsletter (18,000+ subscribers)			Story	Story
	Your company name with link in all event emails			✓	✓
Print	Listed in Trailnet's inside cover ad in Terrain Magazine - circulation 20,000*			✓	✓
	Logo prominently placed as a sponsor on 2022 Rides Calendar			✓	✓
On-Site	Opportunity to have on-site table/booth	✓	✓	✓	✓
	Opportunity to provide banners for the start/finish arch or chute			✓	✓
	Logo on on-site signage		✓*		
Other	Complimentary entries to Classic Rides	2	2	14	20
	Complimentary entries to Ride the Rivers Century			4	6



*Naming rights available upon request

2023 Trailnet Classics Event Sponsorship Levels*

Sponsor an individual event of your choice, subject to availability.

		Expo	Rest Stop	Bike Shop	Supporting	Title *
	Cash Investment	\$150	\$500	\$500	\$1,500	\$2,500
Advertising & Promotion	"Presented by" language					✓
	Logo on professional event photos (select rides only)				✓	✓
	Include item or handout in rider packets or at registration table	✓	✓	✓	✓	✓
Digital Branding	Your logo on digital event banner - used in emails, across the website, and social media			✓	✓	✓
	Your company logo & link on event website	✓	✓	✓	✓	✓
Social Media	# of social media posts mentioning and tagging your company		1 (shared)	1	1	3
	Co-Host on Facebook event page			✓	✓	✓
Email	Inclusion in Trailnet's E-Newsletter (18,000+ subscribers)				✓	✓
	Your company name with link in all event emails				✓	✓
On-Site	Opportunity to provide banners for the start/finish arch or chute			✓	✓	✓
	Opportunity to have on-site table/booth				✓	✓
	Logo on signage at rest stops		✓			
Other	Complimentary entries to Classic Rides			2	4	8
	Weekly shop ride recurring ride listing			✓		

*Excludes Ride the Rivers. Contact Corinne at corinne@trailnet.org to request sponsorship information for 2023 Ride the Rivers.

*As of June 2023, the following rides are available for title sponsorship:
I Scream for Ice Cream (7/9), Giro della Montagna (9/3)



Additional Partnership Opportunities

Financial sponsors are critical, but it takes a lot more than just money to host a fun, safe, and memorable ride experience. Here are some other ways that you can get involved!

GET INVOLVED

- **Gifts In Kind:** Donate products like food for the riders or cool cycling swag! Some rides include prizes for the top finishers. Or, donate professional services like photography or videography. Sponsorship trade may be available for some in-kind donations.
- **Volunteer:** Sign up to help with check-in or at a rest stop. Go to www.trailnet.org/volunteer to sign up. Your company, club or family can volunteer together as a group. If you'd like to set up a group volunteer opportunity, email rides@trailnet.org.
- **Promote:** Follow us on Facebook, Instagram, Twitter or LinkedIn and share information about the event with your community. Stay up-to-date by signing up for our newsletters at www.trailnet.org/newsletters. Add the ride to your community calendar, include it in your next email newsletter, or post it in your local cycling club Facebook Group.

STAY IN TOUCH!

We want to hear from you! If you'd like to get involved with an event or request a custom proposal, please reach out to

Corinne Austin

Director of Development

Corinne@trailnet.org

314-520-2324 (call/text)

