



1100 Pennsylvania Av
Monaca, Pa 15061
www.ohiorivertrail.org

Phone: 724.728.2625
Fax: 724.775.9876
drvtroia@ohiorivertrail.org

Ohio River Trail Council

"Joining communities through fitness, recreation, heritage and transportation networks"

May 30, 2016

Dear Potential Sponsor,

We are asking for your assistance with the Ohio River Trail Council (ORTC) Gear & Cheer Music Festival. The event includes a 5K run/walk, mountain bike race, kayak, canoe and stand up board race, paddleboard yoga, kids fishing tourney, bike rodeo, road bike ride, gear demos - kayaking, canoeing, stand-up paddleboarding, hiking, rock wall, auctions, raffles, music, arts & crafts, food and drink. The ORTC Festival is also comprised of environmental, heritage, trail and outdoor groups from the tri-state area along with vendors providing adventure gear as well as delicious local cuisine. Please support the ORTC on Saturday July 16, 2016 at the Bradys Run Park & Pavilion, which is Beaver County's largest park and consists of nearly 2000 acres. Bradys Run Park (GPS: 40.724123, -80.361748) is located on Route 51, two miles north of Beaver, PA within Brighton and Patterson Townships. Projected attendance is from 2000 to 5000 participants.

The ORTC is a Pennsylvania based 501(c)(3) non-profit, volunteer-led multifaceted public benefit corporation whose goal is to establish, promote, protect and preserve a multi-use trail, the Ohio River Trail (ORT), along the "La Belle Riviere" or the Ohio River. The ORTC is currently developing and expanding a 46-mile bike/pedestrian trail and a 69-mile water trail, called the Ohio River Trail (ORT), following the Ohio River and its tributaries from Coraopolis, Pa to Ohioville, Pa.

The ORT is part of the Rivers of Steel National Heritage Area, Lewis & Clark Trail, Cleveland to Pittsburgh Trail, and a portion of the Underground Railroad Bicycle Route, Pittsburgh spur. The proposed ORT will also follow parts of the "Great Path" and the 1913 Lincoln Highway. The ORT will serve as a key segment in the interconnection of existing land trails in the quad-state area (Maryland, Ohio, Pennsylvania and West Virginia).

Specifically, the proposed Ohio River Trail will connect the Great Ohio Lake-to-River Greenway in Columbiana County, Ohio to the Great Allegheny Passage in Allegheny, County Pennsylvania forming a mega- trail from the great lakes region to our nation's capitol.



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The ORTC is an organization committed to excellence, with a clear vision and a passion for delivering outstanding results. We ask you to work with us to capitalize on these strengths. The ORTC sponsors plays an integral role in the continued development of the ORTC's Land and Water Trails, as well as our ability to serve southwestern Pennsylvania riverfront communities through advocacy and planning. The council would like to invite you to become a sponsor and endorse our efforts in making the Ohio River Trail a reality.

The ORTC is composed of a dedicated and visionary leadership, which embraces a team strategy to implement our community-based initiatives. Please support our mission to bring individuals, groups, communities, businesses, and all levels of government together to honor our past and build our future by providing active transportation networks, brownfield remediation, economic development, environmental stewardship, heritage preservation, recreation opportunities, water and land conservation.

The Gear & Cheer Music Festival provides vendors the opportunity to promote their business while supporting eco-friendly organizations and gaining valuable exposure to the adventure tourism community. Title sponsorships opportunities for the festival include Diamond - \$2000; Platinum - \$1000; Gold - \$750; Silver - \$500; Bronze - \$250. All proceeds benefit the construction of the Ohio River Trail. Please refer to attached information for further details or visit www.ohiorivertrail.org.

Respectfully submitted,

Vincent Troia

Dr. Vincent Troia
Chief Executive Officer

Gear & Cheer Music Festival

ORTC Music Festival
July 16, 2016
8 a.m. - 6 p.m.
Bradys Run Park
Beaver County, PA



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Gear & Cheer Music Festival Sponsorship

Company Name

Contact Name

Address

City

State

Zip

Phone

Fax

Email

Title Sponsorship Level

Diamond \$2000 Platinum \$1000 Gold \$750 Silver \$500 Bronze \$250
Exhibit Table: Yes No If yes, please complete appropriate vendor application.

In-kind product description & value: _____

Please make your check payable to Ohio River Trail Council.

If applicable, e-mail your logo to drvtroia@ohiorivertrail.org. Send scalable vector files, preferably Adobe Illustrator .ai files, for the event program and sign (full color). Send a full-color .jpg for the website.

Questions? Contact Vincent Troia at drvtroia@ohiorivertrail.org or (724) 728-2625.

Gear & Cheer Music Festival

Title Sponsorship Levels	Diamond \$2000	Platinum \$1000	Gold \$750	Silver \$500	Bronze \$250
"Title Sponsor" for Festival.	X				
"Title Sponsor" name on event website.	X				
"Title Sponsor" name on Banners.	X				
"Title Sponsor" name in all promotional and registration materials.	X				
Premiere 45' x 45' festival area to promote & sell product.	X	X			
First right of refusal for sponsoring opportunities next year.	X	X			
Logo on event t-shirt if executed 30 days prior to event.	X	X	X		
Media publicity - newspaper, radio, and news releases.	X	X	X	X	
Band Sponsor & Stage Announcements.	X	X	X	X	X
Logo imprinted with sponsorship level designation on promotional materials and registration form.	X	X	X	X	X
Proprietary product literature and coupons distributed on exhibition display area and in event bags.	X	X	X	X	X
Sponsorship level recognition in ORTC Annual Report.	X	X	X	X	X
Includes 15' x 15' festival area to sell product.	X	X	X	X	X
Logo on event website linked to sponsor's website.	X	X	X	X	X
Company profile added to ORTC website and Facebook page.	250 words	200 words	150 words	100 words	50 words
Complimentary tickets to distribute to your employees, customers, family, and friends.	\$1000 40 tickets	\$800 32 tickets	\$600 24 tickets	\$400 16 tickets	\$200 8 tickets

Product Sponsorship. If you would prefer to provide products or services such as race timing, water, athletic food & drink, beer, silent auction items, etc. We would be very happy to work with you. The cost of the product or service will be used to ascertain your business sponsorship level and the appropriate recognition.

Gear & Cheer Festival
July 16, 2016
8 A.M. - 5 P.M.
Bradys Run Park
Beaver County, PA



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