

# Fuller Center Bike Adventure Sponsorship Packages

PACKAGE BENEFITS	CROSS-COUNTRY \$15,000	EAST COAST \$10,000	WEST COAST \$7,500	NATCHEZ TRACE \$5,000	DIRT TO D.C. \$4,000	SILVER COMET \$2,000
MILES OF EXPOSURE	118,500	77,750	59,900	13,200	10,500	3,532
<b>BRAND MARKETING AND EXPOSURE</b>						
LOGO ON JERSEY	CHEST	SLEEVE	SLEEVE	BACK	BACK	BACK
LOGO ON T-SHIRT	CHEST	SLEEVE	SLEEVE	BACK	BACK	BACK
LOGO ON WEBSITE	WEBSITE BANNER & CROSS COUNTRY PAGES	WEBSITE BANNER & EAST COAST PAGES	WEBSITE BANNER & WEST COAST PAGES	NATCHEZ TRACE PAGES	DIRT TO D.C. PAGES	SILVER COMET PAGES
LOGO ON TRAILER	2X 7 FT <sup>2</sup> MINIMUM	10.4 FT <sup>2</sup> MINIMUM	10.4 FT <sup>2</sup> MINIMUM	6.2 FT <sup>2</sup> MINIMUM	5.0 FT <sup>2</sup> MINIMUM	3.5 FT <sup>2</sup> MINIMUM
LOGO ON WATERBOTTLE	LARGE	SMALL	SMALL			
LOGO ON SUBSCRIPTION EMAILS	FEATURE	LARGE	LARGE	MEDIUM	MEDIUM	MEDIUM
LOGO IN TRIP LEADERS' EMAIL SIGNATURE	FEATURE	LARGE	LARGE	MEDIUM	MEDIUM	MEDIUM
SPECIAL SUBSCRIPTION EMAIL MESSAGE	100 WORDS (EXCLUSIVE)	50 WORDS	50 WORDS	25 WORDS	25 WORDS	25 WORDS
SOCIAL MEDIA POST(S)	TWO	ONE	ONE	ONE	ONE	
CUSTOM HASHTAG	YES	YES	YES	YES		
SIGNAGE AT BUILD SITES	YES (6X)	YES (2X)	YES (2X)	YES (2X)		
SIGNAGE AT STATE LINES	YES (12X)	YES (15X)	YES (13X)			
SIGNAGE AT REST STOPS	YES (150X)	YES (90X)	YES (70X)			
MENTION AS PRESENTING SPONSOR IN NEWS INTERVIEWS	YES	YES	YES			
<b>BRAND INTERACTIONS WITH FCBA</b>						
DISTRIBUTE MATERIALS TO RIDERS	ALL 2017 RIDERS	SUMMER RIDERS	SUMMER RIDERS	NATCHEZ TRACE RIDERS	DIRT TO D.C. RIDERS	SILVER COMET RIDERS
VIDEO FEATURES & LENGTH	3 VIDEOS 2:30 TOTAL	3 VIDEOS 1:30 TOTAL	3 VIDEOS 1:30 TOTAL	2 VIDEOS 1:00 TOTAL	2 VIDEOS 1:00 TOTAL	1 VIDEO :30 TOTAL
ACCESS TO BUILD DAYS	ALL 13	2	2	1	1	1
COMPLIMENTARY FCBA PARTICIPATION	5 SEGMENTS	4 SEGMENTS	3 SEGMENTS	1 NATCHEZ TRACE RIDE	1 DIRT TO D.C. RIDE	2 SILVER COMET RIDES
BLOG ENTRY	YES (400 WORDS)	YES (400 WORDS)	YES (400 WORDS)			
VISIT HQ	IF APPROPRIATE	IF APPROPRIATE	IF APPROPRIATE			
SKYPE DINNER WITH FCBA	YES	YES	YES			