



The Radler BIKE FESTIVAL

AT ARBOR DAY FARM

June 5-6, 2021

NOW AT ARBOR DAY FARM

Imagine — the popular Radler Bike Festival on the expansive and picturesque Arbor Day Farm. It's an exciting combination expected to draw up to 750 participants for two days packed with cycling, music, food, and fun. Join us in moving this event to the next level.



PRESENTED BY:







IN PARTNERSHIP WITH:





SPONSORSHIP OPPORTUNITIES

Fans of The Radler Bike Festival are ready to get rolling in 2021. They're excited to cycle the rolling hills and river country of southeast Nebraska and to stay and play at Arbor Day Farm. Join us at one of the sponsor levels below and be a part of this popular event.

Opportunity	 Presenting Sponsor: \$8,000 / YEAR (limit 1 sponsor)	 Official Sponsor: \$4,000 / YEAR (limit 8 sponsors)	 Supporting Sponsor: \$2,000 / YEAR (limit 10 sponsors)	 Bike Shop Sponsor: IN-KIND TRADE (limit 12 sponsors)
Print and Signage				
Printed Marketing Materials	Logo on all printed marketing materials	Logo on printed promotional event poster		
Event Shirt	Logo on front and back of event shirt	Logo on back of event shirt		
Finish Line	Logo on finish line arch banner signage	Logo on finish line arch banner signage		
Signage	Production and display of three 15-foot feather banners with your logo	Production and display of one 15-foot feather banner with your logo		
Event Guide	Cover logo, sponsor page logo, and full-page ad	Sponsor page logo and half-page ad	Sponsor page logo and quarter-page ad	Sponsor page logo and quarter-page ad
Online and Social Media				
Event Website	Logo and link to your website on our website	Logo and link to your website on our website	Company Listing	Logo and link to your website on our website
Social Media	<ul style="list-style-type: none"> • Logo on photo booth frame and all photos posted to your Facebook page • Name on official event Snapchat Geofilter • Name on official event Instagram Sticker • Five mentions and/or tags on social media posts from our social media accounts • One Facebook Live interview with a representative from your company on event day 	<ul style="list-style-type: none"> • Three mentions and/or tags on social media posts from our social media accounts 	<ul style="list-style-type: none"> • One mention and/or tag on social media post from our social media account 	<ul style="list-style-type: none"> • One mention and/or tag on social media post from our social media account
Email	Logo on three participant emails	Logo on two participant emails	Logo on one participant email	Logo on two participant emails
Additional Benefits				
Exclusive Priority Renewal (for next year's event)	Included	Included		
Event Swag	Up to three pieces of your SWAG or marketing into event packets	One piece of your SWAG or marketing into event packets	One piece of your SWAG or marketing into event packets	
Complimentary Registrations	Five complimentary event entries	Three complimentary event entries	Two complimentary event entries	
Other				<ul style="list-style-type: none"> • Bike rental services promotion • Optional 10' x 10' booth on Saturday, pre-race and post-race • Optional 10' x 10' booth on Sunday, pre-race