



# **SPONSORSHIP OPPORTUNITIES**

## **2013/2014**

**Pisgah Area SORBA** is an official chapter of the Southern Off-Road Biking Association and IMBA, the International Mountain Biking Association. Pisgah Area SORBA seeks advocacy, education and enjoyment for all mountain bicyclists in Western North Carolina. Our trail systems read like a life list of dream places to ride: Pisgah, DuPont, Bent Creek, Heartbreak Ridge & Kitsuma, Richmond Hill and Alexander. We have over 300 miles of trails in our area...yes, more than nearly anywhere else in the country!

Pisgah Area SORBA is a 501(c)(3) nonprofit organization. Sponsor donations are tax deductible. Our main contribution to the greater mountain biking community is trail maintenance. We provide trail maintenance on some 135 trails in the following areas:

- Bent Creek
- Pisgah National Forest
- Alexander Park
- DuPont State Forest
- Richmond Hill

PAS also puts on the Save the Trails Challenge annually. An event located in DuPont that is designed to bring riders together and increase knowledge of trail maintenance.



### Web Traffic & Membership Statistics

- **230+ members** and growing. 50+% membership growth in the last year.
- **828 average visits per day** on PAS website; nearly 25,000 visits per month!
- **358,248 average hits per month** on PAS website!
- **1,000+ friends on Facebook**; over 1500 total reach weekly



**Contact Jeff Keener, Sponsorship Coordinator,**  
at [jeff@pisgahareasorba.org](mailto:jeff@pisgahareasorba.org), or call (828) 318-6909.



# Sponsorship Levels

## “Full-Sus” Title Sponsor - \$5000

- Ad at the top of PAS webpage (all pages)
- Ad on top of sponsor drop down menu and page on PAS website
- Logo on front and back of Jersey
- Logo on PAS Trailer (logo must be provided by sponsor)
- Banner (provided by sponsor) hung in PAS tent at every event: MSF, Bele Chere, local races and trail days
- Sponsor’s events posted on the PAS website and Facebook page; email marketing campaigns also available

## “29er” Tier 2 sponsor - \$1000

- Ad in one of the 300x291 spots on PAS website (these will rotate through tier 2 sponsors)
- Logo on left or right sleeve on Jersey or choice of placement
- 2nd level placement on sponsor drop down menu and page
- Additional ad placement in the 300x291 spot at bottom of main page (rotate through all sponsors)
- Sponsor’s events posted on the PAS website and Facebook page

## “Hardtail” Tier 3 sponsor - \$500

- Ad placement in the 300x291 spot at bottom of main page (rotate through all sponsors)
- Sponsorship dropdown menu and page placement
- Choice of logo spots 1-7 on Jersey
- Sponsor’s events posted on the PAS website and Facebook page

## “Single Speed” Race sponsor - \$250

- Sponsor or race link tab on website
- Sponsor’s events posted on the PAS website and Facebook page



Photo courtesy of Brad Allen



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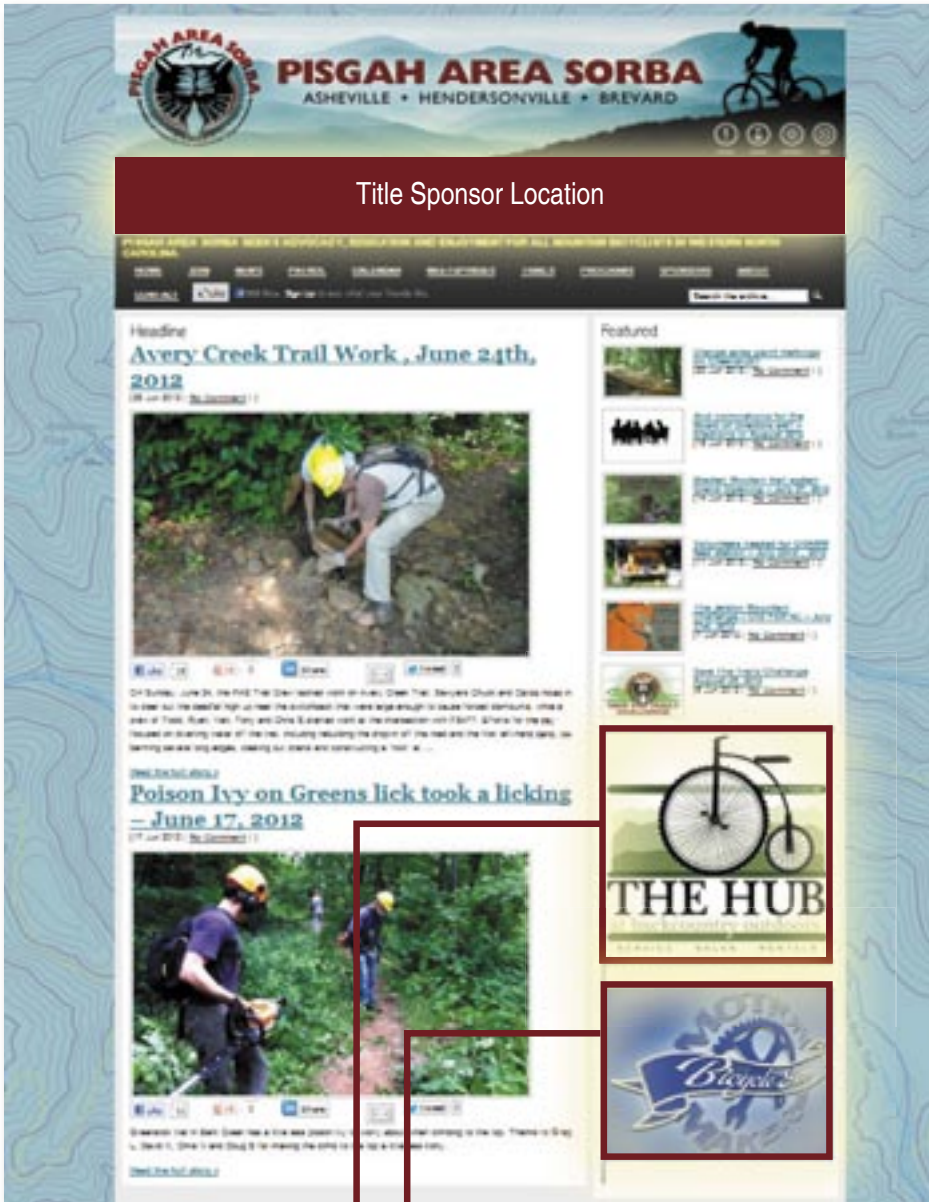
# PAS Jersey Sponsorship



Contact Jeff Keener, Sponsorship Coordinator,  
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# Website Advertising



Rotating Tier 2  
Sponsors: 300x291

Rotating Tier 3  
Sponsors: 300x291



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