

3rd Annual



# Sponsorship Opportunities

August 29, 2010



# RACE FACTS



**What is the 3rd Annual FJG Race To The Top Of Vermont (FJG RTTOVT)?** The event is a 4.3 mile hillclimb up the Mt. Mansfield, the highest mountain in Vermont. Participants may mountain bike, run, or do a non-competitive hike 2,564 vertical feet to the summit parking lot.

**Who are the benefactors of the FJG RTTOVT?** The event is organized by the Catamount Trail Association who will be partnering with two co-beneficiary non-profit organizations dedicated to improving the lives of our youth. **Mobius** is a Chittenden County based mentoring organization dedicated to the developing the culture of mentoring in our communities. **Girls Move Mountains** mission is to nurture girls' innate capacity for confidence, courage, and leadership through adventure-based experiential education.

**Who is the title sponsor?** Fleischer Jacobs Group (FJG) is one of the state's largest providers of Insurance, Employee Benefits, Asset Management and Financial Planning services. [www.fjgfinancial.com](http://www.fjgfinancial.com)

**When is the Race?** Sunday, August 29, 2010

**How many entrants and spectators?** The 2010 event will be limited to 900 participants. The race has doubled in size the past two years starting with 300 in 2008 and 600 in 2009 with representation from 17 states and Canada. The 2009 event also brought in about 600 spectators.

**How is the race marketed?** The event will be marketed in press releases, CTA E-Bulletins, local radio, posters distributed throughout NE and Quebec, Vermont City Marathon Expo, VT Sports magazine, Vermont Life Magazine, Stowe Reporter, Waterbury Record, most of the New England's running and cycling websites, CTA, Mobius, GMM websites, Facebook fan sites, sport retailers (cycling and running) in VT, NH, NY, MA, Canada and at other road races, cycling events, and hill climbs in the East.

**How much web traffic does [www.CatamountTrail.org](http://www.CatamountTrail.org) receive?** Approximately 60,000 unique visits per year. We just started our Catamount Trail Facebook Page as well.

**Who is the target competitor?** This event draws various types of recreational and competitive athletes ranging from the non-competitive person who is goal oriented to the top level competitor hoping to place well in their age group or the overall category. Even though mountain bikers and runners are in separate categories, they still compare their times for the fastest means of self propulsion up the mountain. The event is designed to be a fun race while at the same time attracting some of the top runners and cyclists in the U.S.

**Why Mountain Bikes instead of road bikes?** The course is 95% packed gravel/dirt road. The race was formatted to attract the weekend warrior athlete as well as national level competitors. Most people have mountain bikes and we wanted to make sure the race was not based on equipment but rather on fitness and skill level of the individual participant.

**Who were the 2009 sponsors?** *Fleischer Jacobs Group, Blue Cross Blue Shield of Vermont, Spare Time Colchester, Sojourn, NBT Bank, Maplefields, Lake Champlain Chocolates, Redstone, Dinse/Knapp, McAndrews, The Automaster, Sovernet, Concept 2, Green Mountain Coffee, La Sportiva, Vermont Pure, Stowe Today, Trapp Family Lodge, Salomon, Darn Tough Socks, Earls Cyclery, Ski Rack, Onion River Sports, Stowe Mountain Resort, Stowe Motel, Commodores Inn, Golden Eagle Resort*

**How to be a sponsor?** Contact: Race Director, Jim Fredericks at 802-864-5794 or cell 802-238-5293 email: [jfredericks@catamounttrail.org](mailto:jfredericks@catamounttrail.org) Website: [www.catamounttrail.org](http://www.catamounttrail.org)



## Sponsorship Information

### What is the Catamount Trail Association (CTA)?

- Founded in 1984, the CTA is a 501(c)(3) organization that manages, maintains, and conserves the 300-mile Catamount Trail.
- The 300-mile Catamount Trail spans the length of VT from the MA to Quebec border and is used for backcountry skiing and snowshoeing.
- CTA is a membership-based organization with over 2060 members and growing.
- CTA is dedicated to promoting a healthy lifestyle through the sport of cross-country skiing and snowshoeing.
- The CTA organizes over 45 guided ski tours and four special events including the *FJG Race To The Top Of Vermont*, the *Ladies Nordic Ski Expo*, the *Get Out and Backcountry Ski Festival*, and the *Backcountry Challenge Race and Tour*. More events are being planned for 2011.

### Become a sponsor for \$1,000 or greater and receive year-round visibility.

As a \$1,000 or greater sponsor, your business will receive visibility for the FJG RTTOVT promotions and also have various options to be involved with many other CTA promotions that will bring year-round visibility to your company. Please refer to following page for details.

### Year round visibility options and promotions:

- CTA website visibility with direct link to your website (60,000 visits per year)
- Advertising in CTA newsletter (3 issues with 15,000 readers per issue)
- Event posters, t-shirts, press releases, event flyers, banners, and more
- E- Bulletins sent out to 3000 plus people
- Ladies Nordic Ski Expo
- Get Out and Backcountry Ski Festival
- Catamount Trail Backcountry Challenge Race and Tour

### Contact Sponsorship Information:

Jim Fredericks - Race Director  
Catamount Trail Association  
1 Mill Street, Suite 350  
Burlington, VT 05401

email: [jfredericks@catamounttrail.org](mailto:jfredericks@catamounttrail.org)  
Cell: 802-238-5293  
Tel: 802-864-5794  
Fax: 802-864-5710

# CTA & FJG Race To The Top Of Vermont 2010/2011 Sponsorship Levels

## **Gold Level: \$5,000 or \$8,000 in wholesale merchandise**

- Placement of your logo on top right level of CTA webpages ([www.catamounttrail.org](http://www.catamounttrail.org) website) with direct link to your company's website for one year
- One full page advertising in one CTA newsletter and 1/4 page advertising in two other newsletters.
- Exclusivity with like sponsors (no competitive sponsors in same category)
- Logo placement on back cover of CTA Rewards Booklet used through the year by over 2000 members.
- Large sized logo on FJG RTTOVT race page with direct web link to your web site
- Large sized logo on participant's race tech shirt
- Large sized logo on "Race To The Top Of Vermont" banner at race site
- Distribution rights for your company's brochure/goodies in racer packet
- Tent and banner privileges at race site for exposure and promotional of product
- Large logo placement on Race Poster
- Large logo placement on all CTA event posters

## **Silver Level: \$2,500 or \$5,000 in wholesale merchandise**

- One year placement of your logo on middle right level of CTA webpages ([www.catamounttrail.org](http://www.catamounttrail.org) website) with direct link to your company's website for one year
- One half page advertising in one CTA newsletter and 3"x3" page ad in two other newsletters
- Medium sized logo on FJG RTTOVT race page with direct web link to your website
- Medium sized logo on participant's race tech shirt
- Distribution rights for your company's brochure/goodies in racer packet
- Tent and banner privileges at race site for exposure and promotion of product
- Medium sized logo placement on race banner
- Medium sized logo placement on race poster
- Medium logo on all CTA event posters

## **Bronze Level: \$1,000 or \$2,000 in wholesale merchandise**

- One year placement of your logo on lower right level of CTA webpages ([www.catamounttrail.org](http://www.catamounttrail.org) website) with direct link to your company's website for one year
- One 1/4 page ad in the Fall Catamount Trail Newsletter
- Smaller sized logo on FJG RTTOVT race page with direct web link to your website
- Smaller sized logo placement on participants race tech shirt
- Distribution rights for your company's brochure in race packet
- Tent and banner privileges at race site for exposure and promotion of product
- Smaller sized logo placement on race banner
- Smaller sized logo placement on race poster

## **Contributing Level: \$250 or \$500 in wholesale merchandise**

- Tent and banner privileges at race site for exposure and promotion of product
- Logo with link to your website with race information on [www.catamounttail.org](http://www.catamounttail.org) (four months)
- Distribution of company's brochure/goodies in racer packet

## **Prize Level: \$100 retail in gift certificates or prizes**

- Tent and banner privileges at race site for exposure and promotion of product
- Distribution of company's brochure/goodies in race packet