

# Mt. Washington Auto Road Bicycle Hillclimb

*The Toughest Hillclimb in the World™*



## **SPONSORSHIP**

Tin Mountain Conservation Center invites Your Corporation to become a SPONSOR of the Mt. Washington Auto Road Bicycle Hillclimb (MWARBH).

This all-uphill race to the summit of the highest peak in the northeastern United States is the largest fundraising event for Tin Mountain Conservation Center. Racers have the privilege of pedaling up this unrelenting grade, sometimes with winds of 40 mph. or more, elite and amateur cyclists alike.

Mt. Washington Auto Road Bicycle Hillclimb known as *The Toughest Hill Climb in the World™* at 7.6 miles in length, has an average grade of 12% with extended sections of 18% and the last 50 yards is an amazing 22% grade! Sprint that to the finish! Cyclists recognize the ride up Mount Washington as more arduous than the most difficult climbs in the Tour de France, and they enjoy the bragging rights that come with simply finishing.

Mt. Washington Auto Road Bicycle Hillclimb, which is limited to a field of only 600 racers, quickly fills. This event ranks far above other races, with cyclists who come from Colorado, Kentucky, Quebec, New Mexico, Texas, Washington, and all around New England to challenge their cyclists' fortitude and skill.

We'd like to highlight YOUR CORPORATION as a SPONSOR of the Mt. Washington Auto Road Bicycle Hillclimb. Over 1,200 racers and guests stay for the duration of the MWARBH from Friday evening registration to Saturday's pre-race warm-up through a fabulous event and awards ceremony.

## **Tin Mountain Conservation Center**

Tin Mountain Conservation Center is a non-profit providing education programs for over thirty years that foster greater awareness and understanding of the natural environment for school children, adults, and families. Since it was founded in 1980 by Barbara Rockwell Henry and David Henry in Jackson, NH, the Center has offered hands-on programs in the schools, at summer camps, and within communities throughout northern New Hampshire and western Maine.

Teacher/Naturalists devote classroom lessons and field trips to the many rivers, ponds, forests, mountains, and special natural areas that cover the region. During the past school year, over 5,000 students and teachers in 16 schools in New Hampshire and Maine participated in the Center's activities.

Every summer, Tin Mountain operates camps for ages 4 to 16 in Fryeburg, ME and Albany, Jackson, South Conway, and South Tamworth, NH. Younger children attend day camp; while a variety of weeklong ventures to wild areas in northern New England are offered to older age groups. Nearly 360 local children and families benefit each year from summer and winter vacation programs.

## ***SPONSOR Details***

### ***Title Sponsor Level to Provide***

- One-time \$10,000 support to Tin Mountain Conservation Center for the sponsorship of Mt. Washington Auto Road Bicycle Hillclimb event, Tin Mountain's largest fundraising event.
- High quality logo for event use (JPEG or GIF and EPS).
- Four logo banners (3' x 6' maximum size) one to be displayed at start line, and three at the base tent for Friday registration and event day awards ceremony.
- One prize (minimum \$1000 retail value) to be used for the event's top fundraisers.

### ***Tin Mountain Conservation Center to Provide to Title Sponsor Level***

- Three (3) complementary spaces in the Hillclimb
  - Logo to appear on the cover of the race DVD and event banner
  - Complimentary vendor booths at the Hillclimb Expo
  - Opportunity to present first place (and/or) record breaking prizes.
  - Opportunity to make remarks at the awards ceremony
  - Reserved Parking at summit on Race Day
  - "Acquisition or sampling" opportunity at Friday registration and Saturday event (catalogs, flyers, products, logo premiums, etc.).
  - Verbal recognition as a Title sponsor of Mt. Washington Auto Road Bicycle Hillclimb throughout event and awards ceremony
  - Year-long recognition of logo and link on our site at [www.MtWashingtonBicycleHillclimb.org](http://www.MtWashingtonBicycleHillclimb.org) / [www.MWARBH.org](http://www.MWARBH.org) and [TinMountain.org](http://TinMountain.org) which has an annual monthly **average of 42,000 visitors.**
  - Recognition in all event-related graphic materials (where possible): advertisements, event t-shirts, race jersey, poster, DVD, event booklet.
  - Recognition in all press releases and media opportunities
  - Recognition in Tin Mountain Conservation Center Newsletter, an annual piece mailed to just under **1,000 households and businesses**
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### ***Presenting Sponsor Level to Provide***

- One-time \$5,000 support to Tin Mountain Conservation Center for the sponsorship of Mt. Washington Auto Road Bicycle Hillclimb event, Tin Mountain's largest fundraising event.
- High quality logo for event use (JPEG or GIF and EPS).
- Three logo banners (3' x 6' maximum size) one to be displayed at start line and two at the base tent for Friday registration and event day awards ceremony.
- One prize (minimum \$500 retail value) to be used for the event's top fundraisers.

### ***Tin Mountain Conservation Center to Provide to Presenting Sponsor Level***

- Two (2) complementary spaces in the Hillclimb.
  - Complimentary vendor booths (2 - 10x10 space) at the Expo
  - Logo on Event Start Banner.
  - Reserved Parking at summit on Race Day.
  - "Acquisition or sampling" opportunity at Friday registration and Saturday event (catalogs, flyers, products, logo premiums, etc.).
  - Verbal recognition as a Presenting Sponsor of Mt. Washington Auto Road Bicycle Hillclimb throughout event and awards ceremony
  - Recognition of logo and link on our site at [www.MtWashingtonBicycleHillclimb.org](http://www.MtWashingtonBicycleHillclimb.org) / [www.MWARBH.org](http://www.MWARBH.org) and [TinMountain.org](http://TinMountain.org) which has an annual monthly **average of 42,000 visitors.**
  - Recognition in all event-related graphic materials (where possible): advertisements, event t-shirts, race jersey, poster, DVD, event booklet.
  - Recognition in all press releases and media opportunities
  - Recognition in Tin Mountain Conservation Center Newsletter, an annual piece mailed to just under **1,000 households and businesses**
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### ***Stewardship Sponsor Level to Provide***

- One-time \$2,500 support to Tin Mountain Conservation Center for the sponsorship of Mt. Washington Auto Road Bicycle Hillclimb event, Tin Mountain's largest fundraising event.
- High quality logo for event use (JPEG or GIF and EPS).
- Two logo banners (3' x 6' maximum size) one to be displayed at event start line and one at the base

tent for awards ceremony.

- One prize (minimum \$250 retail value) to be used for the event's top fundraisers or awarded at random to an event participant.

### ***Tin Mountain Conservation Center to Provide to Stewardship Sponsor Level***

- One complementary space in the Hillclimb
- Complimentary vendor booth (1 - 10x10 space) at the Expo
- Recognition as a Stewardship Level sponsor of Tin Mountain Conservation Center Mt. Washington Auto Road Bicycle Hillclimb event.
- Recognition of logo and link on our site at [www.MtWashingtonBicycleHillclimb.org](http://www.MtWashingtonBicycleHillclimb.org) / [www.MWARBH.org](http://www.MWARBH.org) and [TinMountain.org](http://TinMountain.org) which has an annual monthly **average of 42,000 visitors.**
- Recognition in all event-related graphic materials (where possible): advertisements, event t-shirts, race jersey, poster, DVD, event booklet.
- Recognition in all press releases and media opportunities
- Verbal recognition throughout event and awards ceremony.
- Recognition in Tin Mountain Conservation Center Newsletter, an annual piece mailed to just under **1,000 households and businesses**

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### ***Eco Sponsor Level to Provide***

- One-time \$1,000 support to Tin Mountain Conservation Center for the sponsorship of Mt. Washington Auto Road Bicycle Hillclimb event, Tin Mountain's largest fundraising event
- High quality logo for event use (JPEG or GIF and EPS).
- One logo banner (3' x 6' maximum size) to be displayed at the base tent for awards ceremony.
- One prize (minimum \$100 retail value) to be used for the event's top fundraisers or awarded at random to an event participant.

### ***Tin Mountain Conservation Center to Provide to Eco Sponsor Level***

- Recognition as an Eco Level sponsor of Tin Mountain Conservation Center Mt. Washington Auto Road Bicycle Hillclimb event.
- Recognition of logo and link on our site at [www.MtWashingtonBicycleHillclimb.org](http://www.MtWashingtonBicycleHillclimb.org) / [www.MWARBH.org](http://www.MWARBH.org) and [TinMountain.org](http://TinMountain.org) which has an annual monthly **average of 42,000 visitors.**
- Recognition in all event-related graphic materials (where possible): advertisements, event t-shirts, race jersey, poster, DVD, event booklet.
- Recognition in all press releases and media opportunities
- Verbal recognition throughout event and awards ceremony.
- Recognition in Tin Mountain Conservation Center Newsletter, an annual piece mailed to just under **1,000 households and businesses**

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