



The Brunswick MTB Festival

Cape Fear SORBA is proud to announce a special mountain bike weekend on October 13th and 14th, 2012. The Brunswick MTB Festival will host a range of events that cater to all ages and skill levels. First, as part of the Brunswick County Family Fun Day, we will host several family-friendly events on October 13th and follow that on October 14th with the Brunswick Brawl 6- and 3-hour endurance mountain bike race. Because of range of activities offered and our experience at race organization, this outdoor festival is expected to be the premier Mountain Bike event in Southeastern NC. All events will take place at the [Brunswick Nature Park](#) in Winnabow, NC.

Proceeds from this festival will be used to complete the construction of the MTB trail system at Brunswick Nature Park and to promote off-road recreational opportunities in the region, especially for youth. With your support, we hope to continue the success of Cape Fear SORBA in community outreach and sustainable trail building and maintenance. The Cape Fear off-road cycling community will continue to grow with the support of companies like yours.

About Cape Fear SORBA

Cape Fear SORBA (www.capefearsorba.com) is a chapter of the Southern Off-Road Bicycling Association. As a volunteer, non-profit organization we are dedicated to improving off-road bicycling recreational opportunities within the Southeast region of North Carolina. Our organization advocates for the creation, maintenance, and environmental stewardship of quality trail systems within the region. Our organization also fosters relationships with community leaders, promotes volunteerism and environmentally friendly outdoor recreation, thereby strengthening quality of life for individuals, families, and the greater community.

CFSORBA currently works closely together with the Parks and Recreation departments in New Hanover and Brunswick Counties for the construction and maintenance of two parks: [Blue Clay Bike Park](#) and Brunswick Nature Park. We consider it an honor and a privilege to work together with these counties to bring the best off-road experience we can to the general public.

About the Brunswick MTB Festival

Our goal is to celebrate and promote off-road riding in the Cape Fear region by bringing people together to enjoy recreational and competitive mountain bike events in a festive atmosphere. Last year the Coastal Land Trust Family Fun Day drew an estimated 500+ people to the Brunswick Nature Park while the inaugural Brunswick Brawl attracted 70+ riders for a small-scale short track race. This year Cape Fear SORBA will be expanding the scale of the festival working in conjunction

with the Coastal Land Trust, by adding more Fun Day activities, including adding events for International Take a Kid Mountain Biking day and changing the format of the Brunswick Brawl to a 6- and 3-hour endurance race. We estimate that attendance for both days combined could eclipse 700 people.

The Brunswick Nature Park is located in a growing residential community which is drawing more families to the area than ever before. This has increased the demand for recreational outdoor activities that are family friendly. The Brunswick Nature Park meets this need perfectly, featuring custom built mountain bike trails, equestrian trails, and hiking trails.

Events

Cape Fear SORBA will be hosting a variety of activities, including an off-road race, that will represent the Cape Fear regions off-road cycling community (participation in all activities is free except for the MTB race). This year's event will include*:

- Oct 13th:
 - Guided group rides for all skill levels
 - A skills area and skill clinic for adults
 - Bicycle maintenance classes
 - Fund raising events (Daily raffles and giveaways)
 - [International Take a Kid Mountain Biking Day](#) events including
 - ♣ Children's group rides (Beginner level)
 - ♣ A Bicycle Rodeo to aid children in developing better cycling skills
 - ♣ Child-specific Skills area
- Oct 14th:
 - 6 and 3 hour Endurance Race titled "The Brunswick Brawl"

Title Sponsorship-\$5000

We hope that your business would consider becoming our title sponsor for this weekend of fun filled events. As a title sponsor, your corporate name would be associated with all of Cape Fear SORBA's events for the festival. The cost of title sponsorship for this event is **\$5000**. The benefits of this sponsorship are listed below. Please note the highlighted entries. These opportunities are not available on the next sponsorship level.

- Brunswick Brawl Title Sponsorship. Example: The 2012 TD Bank Brunswick MTB Festival (has to cover both days), title banner at festival, title used in all official correspondence and media outreach
- Logo on all "swag bags" that will be given out to visitors and race participants on Oct 13th and Oct 14th.
- Business promotional material in all "swag bags"
- Business banner placed at primary position on Oct 13th and 14th.
- Business logo on event T-Shirts

*Please note that events on this list are subject to change



- Business logo on custom-order Brunswick Brawl Socks
- Hyperlinked business logo on Cape Fear SORBA website page for the event (www.capefearsorba.com)
- Business logo on all event posters
- Business logo on all event flyers
- Business logo on all event email blasts
- Business website is linked via Cape [Fear SORBA Facebook page](#) (www.facebook.com/cfsorba)
- Right to renew: Receive the first right to renew for the 2013 event
- Race Starter: A company representative will be given the opportunity to be the official starter of the 2012 Brunswick Brawl Endurance Race.
- Additional Opportunities can be customized to fit your sponsorship needs.
- 5 Starting Spots in the Brunswick Brawl Endurance Race (a \$250 value)

Platinum Sponsorship-\$1000

- Businesses promotional material in all “swag bags”
- Business banner at displayed at events on both Oct 13th and 14th.
- Business logo on event T-Shirts
- Hyperlinked business logo on Cape Fear SORBA website page for the event (www.capefearsorba.com)
- Business logo on all event posters
- Business logo on all event flyers
- Business logo on all event email blasts
- Business website is linked via [Cape Fear SORBA Facebook page](#)
- 3 Starting Spots in the Brunswick Brawl Endurance Race (a \$150 value)
- Additional Opportunities can be customized to fit your sponsorship needs.

Gold Sponsorship-\$500

- Businesses promotional material in all “swag bags”
- Business logo on event T-Shirts
- Hyperlinked business logo on Cape Fear SORBA website page for the event (www.capefearsorba.com)
- Business logo on all event posters
- Business logo on all event flyers
- Business website is linked via Cape [Fear SORBA Facebook page](#) (www.facebook.com/cfsorba)
- 1 Starting Spot in the Brunswick Brawl Endurance Race (a \$50 value)
- Additional Opportunities can be customized to fit your sponsorship needs.

Bronze Sponsorship-\$250

- Businesses promotional material in all ‘swag bags”
- Business name on event T-shirts
- Business logo on Cape Fear SORBA website page for the event (www.capefearsorba.com)
- Business name on all event posters
- Business website is linked via Cape Fear [SORBA Facebook page](#) (www.facebook.com/cfsorba)
- Additional Opportunities can be customized to fit your sponsorship needs.

Swag Bag Sponsorship-\$100

This sponsorship allows you to be involved with this event with a minimal donation while still getting your name out there! Your business will have the ability to have your promotional materials inside every swag bag we give out. Remember there were over 500 people who attended the Fun Day last year alone!

- Businesses promotional material in all ‘swag bags”
- Business name on Cape Fear SORBA website page for the event (www.capefearsorba.com)

We would be glad to address any questions you might have about your sponsorship opportunities for the Brunswick MTB Festival on October 13th-14th, 2012 by contacting Austin Fenwick at info@capefearsorba.com.

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