

BE A COMMUNITY CHAMPION!



FRIDAY, SEPT. 8 Mount Penn Hillclimb | SATURDAY, SEPT. 9 West Reading Twilight Crit





"WE MAKE READING LOOK GOOD"



READING RECREATION COMMISSION

**PRPS 2017
PA Agency
of the Year!**

Reading Recreation Commission provides quality recreation programs and facilities for the residents of Reading with a primary focus on youth programs. Funding from the community partners will go to help feed kids in Reading.



38,000
MEALS

16,000
SNACKS

1 PIECE OF FRESH FRUIT EVERY DAY TO PROGRAM PARTICIPANTS

SERVED TO READING YOUTH IN 2016



\$50,000 PRESENTING SPONSOR

At the \$50,000 sponsorship level you receive:

- Complimentary registration for Corp team in Hill Climb
- Winners Jersey presentations to winners (Pro Men and Pro Women)
- 50 tix to VIP hospitality tent with beer and catering
- Framed, signed winners jersey
- Logo on one side of cowbells (event logo on the other side)
- Commentary mentions from the race commentator during event - company may provide specific message language
- Exclusive naming rights to Start/Finish Truss branding (i.e. company listed on top of arch as Presented by "X Company")
- 20% course branding (12x rolls of TNT and 5 start/finish line panels)
- Event logo/name always accompanied with "Presented by X Company" across website and all other physical and digital media
- Inside cover full-page ad in Weekend section/race guide
- One hour-long Feature of the Day on WEEU 830AM in the weeks leading up to the race and interview opportunity during both races
- 50,000 impressions on readingeagle.com
- Send 10 youth members of Reading Recreation Commission to summer camp, leadership programs or visual arts classes



\$25,000 SILVER SPONSORSHIP

At the \$25,000 sponsorship level you receive:

- Complimentary registration for Corp team in Hill Climb
- 25 tix to VIP hospitality tent with beer and catering
- Framed, signed winners jersey
- Commentary mentions from the race commentator during event - company may provide specific message language
- Logo on sides of Start/Finish Truss
- Logo on event posters and website
- 10% course branding (6x rolls of TNT and 3 start/finish line panels)
- Half-page ad in Weekend section/race guide
- 30-minute Feature of the Day on WEEU 830AM in the weeks leading up to the race and interview opportunity during both races
- 25,000 impressions on readingeagle.com
- Send 7 youth members of Reading Recreation Commission to summer camp, leadership programs or visual arts classes



\$15,000 BRONZE SPONSORSHIP

At the \$15,000 sponsorship level you receive:

- Complimentary registration for Corp team in Hill Climb
- 15 tix to VIP hospitality tent with beer and catering
- Framed, signed winners jersey
- Logo on event posters and website
- Commentary mentions from the race commentator during event - company may provide specific message language
- 6% course branding (4x rolls of TNT and 2 start/finish line panels)
- Quarter-page ad in Weekend section/race guide
- 5 mentions during Feature of the Day on WEEU 830AM in the weeks leading up to the race
- 15,000 impressions on readingeagle.com
- Send 5 youth members of Reading Recreation Commission to summer camp, leadership programs or visual arts classes



\$10,000 RADSPORT FEST CHAMPIONS LEVEL

At the \$10,000 sponsorship level you receive:

- Complimentary registration for Corp team in Hill Climb
- 10 tix to VIP hospitality tent with beer and catering
- Logo on event posters and website
- 4% course branding (2x rolls of TNT and 1 start/finish line panel)
- One-eighth page ad in Weekend section/race guide
- 5 mentions on WEEU 830AM in the weeks leading up to the race and interview opportunity during both races
- 10,000 impressions on readingeagle.com
- Send 3 youth members of Reading Recreation Commission to summer camp, leadership programs or visual arts classes



\$5,000 FRIENDS OF RADSPORT FEST

At the \$5,000 sponsorship level you receive:

- Complimentary registration for Corp team in Hill Climb
- 5 tix to VIP hospitality tent with beer and catering
- Logo on event posters and website
- 2% course branding (2x rolls of TNT and 1 start/finish line panel)
- Name listed in Weekend section/race guide
- 3 mentions on WEEU 830AM in the weeks leading up to the race and interview opportunity during both races
- 5,000 impressions on readingeagle.com
- Send 1 youth member of Reading Recreation Commission to summer camp, leadership programs or visual arts classes



READING CITY PARK PARTY ZONE SPONSORSHIP

At the Party Zone sponsorship level you receive:

- **Banner at City Park Bandshell from 6-9 p.m. during the Mount Penn Hillclimb portion of Reading Radsport Festival on Friday, Sept. 8, 2017**
 - There will be live music in the bandshell and food trucks in the park during the Mount Penn Hillclimb
- **VIP access to the stage area to make at least one announcement of sponsorship statement per hour during the event between 6-9 p.m.**
- **Branding via all related multimedia ads: newspaper, radio, TV and social media**