



Building our trail. Connecting our communities.

www.fireflytrail.com / fireflytrail@gmail.com

Dear _____:

The Firefly Trail Ticket to Ride will be held on March 23, 2019, and we are expecting up to 350 participants as we celebrate our 8th year of raising funds and awareness for the Firefly Trail, a 39-mile rail-trail now in development from Athens to Union Point, Georgia. Powered by the enthusiasm of trail lovers and our future trail communities, this non-competitive, mass participation ride has grown into one of the largest bicycle events in Northeast Georgia. We would like to invite you to **return as/be** a sponsor.

When completed, the Firefly Trail will provide safe opportunities for walking, running, bicycling, skating, active commuting, and other non-motorized activities. It will be a nationally significant trail connecting schools, businesses and communities across three counties. Athens-Clarke County has opened the first section of the trail and ACC voters approved a special local option sales tax that will provide \$16.7 million in funding for the trail from Athens through Winterville. Meanwhile, Maxeys and Union Point have received \$100,000 grants to build segments within their cities, and other communities are exploring opportunities and building support. Pavement should be on the ground in Maxeys in time for this ride.

Your sponsorship through our 501(c)(3) organization will help make the full trail a reality. Proceeds from the Ticket to Ride help us raise awareness, build enthusiasm, even provide matching funds and seed money for grants. Ticket to Ride details include:

- Time – 9 a.m. to 4:30 p.m. Registration & starting points in Athens, Winterville and Union Point.
- Cost – \$40 with discounts available. Includes bags for all riders with sponsor goodies.
- Rider support – Marked and signed route, vehicle support, fully stocked rest stops in Winterville, Crawford, Maxeys and Union Point, and end-of-ride parties in Athens and Union Point.
- Distance options – It's an out-and-back, so riders can choose their distance by simply turning around. Maximum distance will be about 87 miles.
- Registration – Live now on Active.com. Pre-registration/packet pick-up planned March 22, 3-6 p.m. at Cycle Sport Concepts. Day-of registration, 8-9 a.m. at Jittery Joe's Roaster, the Winterville Depot, and downtown Union Point.
- Attendance – About 350 people are expected in 2019, weather permitting.

We hope you will sponsor the Firefly Trail Ticket to Ride!

For more information please contact:

- Mary Cook, Firefly Trail, Inc., Secretary, 706-338-7004, hunnicook@gmail.com

Thank you! We look forward to hearing from you soon.



Firefly Trail Ticket to Ride 2019 – Sponsorship levels and benefits

Conductor - \$100

Benefits: **1 event registration**; recognition in Firefly Trail digital newsletter (currently over 1,400 subscribers), social media and website. Small banner welcome. 1 item welcome for rider bags.

Engineer - \$250

Benefits: **2 event registrations**; tent/exhibit space at ride start location of your choice; your banner at start location or one SAG stop of your choice; recognition in Firefly Trail digital newsletter, social media, website, and Ticket to Ride press releases. 1 item welcome for rider bags.

Driver - \$500

Benefits: **5 event registrations; Complimentary Firefly Cycling Jersey**; prominent tent/exhibit space/banner display at 2 start locations/SAG stops of your choice; recognition in Firefly Trail digital newsletter, social media, website, and Ticket to Ride press releases. Up to 2 items welcome for rider bags.

Magnate - \$1,000

Benefits: **Up to 10 registrations; two complimentary Firefly Cycling Jerseys**. Category exclusivity. Premium tent/exhibit space/banner display at all start locations/SAG stops of your choice; dedicated press release announcing your sponsorship, if desired; featured recognition in Firefly Trail digital newsletter, social media, website and Ticket to Ride press releases. Up to 3 items welcome for rider bags.

Presenting - \$5,000

Benefits: Same as Magnate, plus your name listed in all publicity as an integral part of the event name, for example, "Firefly Trail Ticket to Ride, presented by ACME, Inc." Category exclusivity. Opportunity for you to be involved in event planning. Right of first refusal as presenting sponsor of 2020 event.

In-kind donations that meet a defined need, enhance our event and/or improve rider experience are welcome. Recognition will be provided in Firefly Trail digital newsletter, social media and on our website. In-kind donor's name or logo will be posted at the event and included on the ride flyer as space permits, and you can provide an item for the rider bags.

Our EIN is 45-1444715. Checks can be made payable to Firefly Trail Inc., and mailed to 345 Lyndon Ave., Athens GA 30601. Thank you for your support!



Firefly Trail, Inc.
2019 Ticket to Ride 2019
Sponsorship Form

	Complimentary Event Registrations	Digital Newsletter Recognition Social Media Website	Recognition In Press Releases	Banner & Tent/ Exhibit Space at number Of Start Locations or SAG Stops of your choice	Cycling Jerseys	Max Number of Items for Rider Bags	Category Exclusivity * Integral Part of Event Name * Event Planning Involvement
\$100 Conductor	1	✓		Banner only		1	
\$250 Engineer	2	✓	✓	1 location		1	
\$500 Driver	5	✓	✓	2 prominent	1	2	
\$1,000 Magnate	10	✓	✓	All premium	2	3	Category Exclusivity
\$5,000 Presenting	10	✓	✓	All premium	2	3	Category Exclusivity, Integral Part of Event Name, Event Planning Involvement

Sponsor Name: _____ Sponsor Level: _____

Contact Person: _____ Email address: _____

Your Complimentary Registration forms will be emailed to your contact's email address listed above.

Size(s) of Complimentary Cycling Jersey(s): Driver (1) _____ Magnate or Presenting (2) _____

Tent/Exhibit Space: (Enter number of each) Banner(s) _____ Tent(s)/Exhibit Space _____ at the following location(s):

Athens _____ Winterville _____ Crawford _____ Maxeys _____ Woodville _____ Union Point _____

Rider Bag Items: Please plan on 350 of each item and Firefly Trail, Inc. will return any items not distributed

Enter what your item(s) will be: _____

Please email your high-resolution logo to Mark Ralston MRalston@stmarysathens.org

Payments for Union Point/Greene County supporters should be sent to:

- Union Point DDA, PO Box 306, Union Point 30669, payable to "Firefly Trail of Union Point"

Payments for Athens-Clarke and Oglethorpe County supporters should be sent to:

- Tom Keene, Treasurer, 345 Lyndon Ave., Athens, 30601, payable to "Firefly Trail, Inc."

Splitting your support across the entire trail? Indicate your percentages below. Mail to Tom Keene who will send your requested portion to the county indicated: ACC/Oglethorpe Co. _____% Union Point/Greene Co. _____%