



## Building our trail. Connecting our communities.

February 9, 2023

Dear business leader,

Our 12<sup>th</sup> annual Firefly Trail Ticket to Ride bicycle event is coming up on Saturday, March 25, 2023. We hope you will join us as a sponsor! Ticket to Ride brings together 250 or more cyclists to raise funds and awareness for our non-profit's work to complete the 39-mile Firefly Trail from Athens to Union Point – or Union Point to Athens if you start from the south end. Ticket to Ride is one of the largest, non-competitive, mass participation rides in Northeast Georgia. It's an essential fundraiser for our 501(c)(3) organization, Firefly Trail, Inc.

Thanks to past support, we have been able to provide more than \$300,000 in matching funds to our trail communities. Those funds have made it possible for the communities to secure more than \$2.3 million in grants and build more than 8 miles of trail. With this history of success, we are gearing up for the biggest and best Ticket to Ride ever, featuring new segments of trail in Greene County and Woodville if they are open in time. Here's what your sponsorship dollars help us to:

- Put on a first-class ride along completed sections of the trail and paved roads close to the historic corridor of the Georgia Railroad Athens Branch.
- Cover the costs of our professional Trail Development Coordinator, whose commitment, knowledge and skills have advanced work on the trail by years.
- Continue to provide matching funds to attract grants that actually fund building the trail.

As always, we will have start/finish locations in Athens, Winterville and Union Point, with opportunities for sponsors to put up banners, provide items for goody bags, set up a tent, and ride with us (if you want to). Participants can tailor their ride to fit their time and ability, whether they want to go a few miles at an easy pace or hammer all 85 miles on the out-and-back course.

We hope you will join us on this journey to build the trail and connect our communities. It's great exposure for a great cause.

With best regards,

Mark Ralston  
President  
706-296-6717  
[Mark.ralston22@gmail.com](mailto:Mark.ralston22@gmail.com)

Jim Smith  
Vice President  
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Mary Cook  
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Bruce Johnson  
Winterville site chair  
706-372-3959  
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John Kissane  
Trail Development Coordinator  
706-254-5474  
[jakissane@gmail.com](mailto:jakissane@gmail.com)

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



## Firefly Trail Ticket to Ride 2023 – Sponsorship levels and benefits

### Conductor - \$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 newsletter, social media, website, and Ticket to Ride recap blog.

### Mechanic - \$500

Benefits: 4 event registrations; tent/exhibit space/banner display at either Winterville or Union Point start/SAG stops of your choice\*; 1 complimentary T-shirt; recognition in Firefly Trail digital newsletter, social media, website, and Ticket to Ride recap blog.

### Engineer - \$1,000

Benefits: Up to 6 registrations; prominent tent/exhibit space and/or banner display at either or both Winterville or Union Point start locations/SAG stops of your choice\*; dedicated social media post announcing your sponsorship; featured recognition in Firefly Trail digital newsletter, website and Ticket to Ride recap blog, and 2 complimentary Firefly Trail t-shirts.

### Magnate - \$2,500

Benefits: Up to 8 registrations; premium tent/exhibit space and/or banner display at either or both Winterville or Union Point start locations/SAG stops of your choice\*; dedicated social media post announcing your sponsorship; featured recognition in Firefly Trail digital newsletter, website and Ticket to Ride recap blog; dedicated blog/press release announcing your support, and 3 complimentary Firefly Trail t-shirts.

### Presenting - \$5,000

Benefits: Same as Magnate plus your name listed in all publicity as an integral part of the event (for example, "Acme Inc. Firefly Trail Ticket to Ride") and category exclusivity. Right of first refusal as presenting sponsor of 2024 event. Invitation to participate in planning 2024 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  
Firefly Trail, Inc.  
c/o Tom Keene, Treasurer  
345 Lyndon Ave.  
Athens GA 30601

Thank you for your support!

P.S. – If you or others in your family or organization would like to volunteer, we would love to have your help! Please visit our volunteer signup page at <https://signup.com/go/yEHsmvT>

\* Our Athens host, Creature Comforts, cannot accommodate tents or banners. We can accommodate our sponsors at our Start/SAG stop in Winterville, which provides the highest exposure on the route.



Firefly Trail, Inc.  
Ticket to Ride 2023  
Sponsorship Form

|                           | Complimentary Event Registrations | Recognition<br>Digital Newsletter<br>Social Media<br>Website | Recognition<br>Press Release(s) | Banner & Tent/<br>Exhibit Space at<br>number<br>Of Start<br>Locations<br>or SAG Stops<br>of your choice* | Classic black T-shirt | Additional benefits   |
|---------------------------|-----------------------------------|--|---------------------------------|--|-----------------------|---|
| <b>\$250 Conductor</b>    | 2                                 | ☐  | ☐                               | 1 location   |                       |   |
| <b>\$500 Mechanic</b>     | 4                                 | ☐  | ☐                               | 1 location   | 1                     |   |
| <b>\$1,000 Engineer</b>   | 6                                 | ☐  | ☐                               | 2 locations  | 2                     | Prominent tent/exhibit location   |
| <b>\$2,500 Magnate</b>    | 8                                 | ☐  | ☐                               | 2 locations  | 3                     | Premium tent/exhibit location   |
| <b>\$5,000 Presenting</b> | 10                                | ☐  | ☐                               | 2 locations  | 3                     | Category Exclusivity, Integral Part of Event Name, Event Planning Involvement |

\* Due to Creature Comforts' policies, exhibit space is not available in Athens but can be accommodated in Winterville

Sponsor Name: \_\_\_\_\_ Sponsor Level: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email address: \_\_\_\_\_

Mailing address: \_\_\_\_\_

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

Size(s) of Complimentary Cycling Jersey(s): Engineer (1) \_\_\_\_\_; Magnate (1) \_\_\_\_\_; or Presenting (2) \_\_\_\_\_

Banners, Tent/Exhibit Space: (Enter number of each):

Banner(s) \_\_\_\_\_ Tent(s)/Exhibit Space \_\_\_\_\_ at the following location(s):

Winterville \_\_\_\_\_ Crawford \_\_\_\_\_ Maxeys \_\_\_\_\_ Union Point \_\_\_\_\_

Rider premiums: If you would like to provide branded items to riders, please contact Mark or Tom (below).

Please email your high-resolution logo (PDF, JPG or PNG) to Mark Ralston at [MRalston@stmarysathens.org](mailto:MRalston@stmarysathens.org).

Please mail this form and your check to Firefly Trail Inc., c/o Tom Keene, 345 Lyndon Ave., Athens GA 30601.

**Questions?** Please email Tom Keene, Treasurer, at [tkbmta@gmail.com](mailto:tkbmta@gmail.com). Thank you!