



## Building our trail. Connecting our communities.

[www.fireflytrail.com](http://www.fireflytrail.com) / [fireflytrail@gmail.com](mailto:fireflytrail@gmail.com)

January 1, 2024

Dear Business Leader,

Our 13<sup>th</sup> annual Firefly Trail Ticket to Ride bicycle event is coming up on Saturday, March 23, 2024. 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. 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 Union Point/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 their banners, provide items for riders, set up their tent and table, 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 83 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. Sponsorship money does not have to be paid until February 15, 2024.

With best regards,

Mary Cook  
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John Kissane  
Trail Development Coordinator  
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*Thank you! We look forward to hearing from you soon.*



## **Firefly Trail Ticket to Ride March 23, 2024 – Sponsorship levels and benefits**

### **Silver - \$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.

### **Gold - \$500**

Benefits: 4 event registrations; tent/exhibit space/banner display at starting point or SAG stop of your choice; 1 complimentary T-shirt; recognition in Firefly Trail digital newsletter, social media, website, and Ticket to Ride recap blog.

### **Platinum - \$1,000**

Benefits: Up to 6 registrations; prominent tent/exhibit space and/or banner display at any two start locations and/or SAG stops (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.

### **Diamond - \$2,500**

Benefits: Up to 8 registrations; premium tent/exhibit space and/or banner display at any or all start locations and/or SAG stops (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.

### **Title - \$5,000**

Benefits: Same as Magnate and 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 2025 event. Invitation to participate in planning 2025 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 riders to pick up at registration.

**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! Please complete the sponsor form attached. Sponsorship money does not have to be paid until February 15, 2024.



Firefly Trail, Inc.  
Ticket to Ride March 23, 2024  
Sponsorship Form

	Complimentary Event Registrations	Recognition  Digital Newsletter Social Media Website	Recognition  Press Release(s)	Your Banner & Your Tent/Table Exhibit Space at number Of Start Locations or SAG Stops of your choice	Classic black T-shirt or Pint Glass	Additional benefits
<b>\$250 Silver</b>	2	<input type="checkbox"/>	<input type="checkbox"/>	1 location		
<b>\$500 Gold</b>	4	<input type="checkbox"/>	<input type="checkbox"/>	1 location	1	
<b>\$1,000 Platinum</b>	6	<input type="checkbox"/>	<input type="checkbox"/>	2 locations	2	Prominent tent/exhibit location
<b>\$2,500 Diamond</b>	8	<input type="checkbox"/>	<input type="checkbox"/>	Any or all	3	Premium tent/exhibit location
<b>\$5,000 Title</b>	10	<input type="checkbox"/>	<input type="checkbox"/>	Any or all	3	Category Exclusivity, Integral Part of Event Name, Event Planning Involvement

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

Payment: \_\_\_\_\_ check enclosed or \_\_\_\_\_ mailing check by the February 15, 2024, deadline.

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

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

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

**My sponsorship dollars:** By the end of 2023, the trail will be completed in Greene Co. except for a crucial 0.3-mile segment leading into downtown Union Point. Some sponsors have expressed a desire to target their support toward finishing the job in Union Point; others want the Firefly Trail, Inc. Board of Directors to determine best needs. The following allocation choices are an effort to reflect these alternatives.

\_\_\_\_\_ 50/50 between Union Point and Board Decision / \_\_\_\_\_ 100% Union Point / \_\_\_\_\_ 100% Board Decision

**Your Banners, Your Tent/Table Exhibit Space:** (Enter number and location of each):

Banner(s) \_\_\_\_\_ Tent(s)/Exhibit Space \_\_\_\_\_ at the following location(s):  
\_\_\_\_\_ Athens \_\_\_\_\_ Winterville \_\_\_\_\_ Crawford \_\_\_\_\_ Maxeys \_\_\_\_\_ Union Point

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

**Please mail this form now with your check or email the form if you plan to pay by the 2/15/24 deadline, to:**  
Firefly Trail Inc., c/o Tom Keene, 345 Lyndon Ave., Athens GA 30601. ([tkbmta@gmail.com](mailto:tkbmta@gmail.com))

**Rider giveaways:** If you would like to provide items for riders, please contact Mark or Tom.

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