



Dear Shop Owner or Shop Manager,

At Burke Mountain, we love to host events that bring people and the community together and we would love to have you be a part of it.

**INTRODUCING OUR 2017 SWAG, TITLE, and EVENT SPONSORSHIP OPPORTUNITIES for the fun and exciting events planned!**

As one of our valued partners, there are so many ways you can leverage our expanding rider base by advertising and promoting your product, service, or business. Based on your level of trade commitment, there will be live links and logo placement on all of our relevant marketing material, including but not limited to: links to your businesses web page on skiburke.com, links to your Facebook page on posts and event pages, your logo on posters that are displayed around the NEK, mentions in radio commercials, a link to your business's web page on our weekly email blast (reaching over 20,000 people), multiple mentions at the events you sponsor, as well as banner placement at the event!

Please feel free to reach out to me directly with any questions, ideas, or information regarding the enclosed. Not interested in trade for passes? No problem, come ride the park anyway and enjoy 50% off your day ticket. Just simply complete the attached employee list and email back so we have a record and can honor the discount.

Don't miss out! This is truly an opportunity for your business to gain greater exposure by partnering with us. I'll be reaching out to you directly to confirm receipt of this packet and to see which level of sponsorship fits for you.

Sincerely,

Jessica Sechler  
Marketing Manager  
(802) 626-7394



**2016 Bike Shop Program:**

**PRODUCT FOR PASS:**

Each Bike Park Pass is valued at \$199.00

Submit list of employees that are entitled to season pass.

*Product must be received no later than July 22<sup>nd</sup> or passes will be shut off*

You may choose accordingly (first come-first serve) for banner placement and/or title sponsorships based on availability and level of trade.

**TITLE SPONSOR OPPORTUNITIES (first come-first serve)**

\_\_\_\_\_ **Jester Feature Banner Placement (see page 4 for images of features)**

All season long advertisement. Banners hung immediately upon receipt (shop responsible for providing banner) Bike Park scheduled to close Monday, 10/9 and banners will be returned. Average season rider visits for past three seasons (2013-2016) is 4,800 riders in the Burke Bike Park.

- Main Jester Drop *Value \$2,000*
- Secondary Jester drop (right before bridge) *Value \$1,500*
- Potato Chip *Value \$1,500*
- Wall ride *Value \$1,500*

\_\_\_\_\_ **Knightslayer**

Giant wall ride *Value \$1,000*

\_\_\_\_\_ **August 12: Bike 'n Brew**

One of the signature events of the Burke calendar; we create a fun atmosphere filled with live music, games, bikes, and of course... beer!

**\$150.00 Cash Trade / Prize per game. Preference on game?**

- Pit Bike Race    Wheelie Contest    Bunny Hop Contest    Huffy Huck

**TITLE SPONSOR: \$600 Cash / Trade / Prizes**

- Sponsor all FIVE games   OR    Vendor Space  
*(10x10 to display, sell product)*

- October 8: *Best Whip***  
Celebrating Bike Park Closing Weekend, the beautiful fall foliage, and games!  
**\$300.00 Cash Trade / Prize per game. Preference on game?**

**Make us an offer:**

- I would like to make an offer on sponsorship opportunities with Burke Mountain:

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**Event Vendor Opportunities:**

All vendor options come with two free entries to the event.

- I would like to have a 10'x10' vendor booth at *Bike 'n Brew* for \$100 in cash or product trade
- I would like to have a 10'x20' vendor booth at *Bike 'n Brew* for \$150 in cash or product trade

**2017 Bike Shop Program Employee Listing**

SHOP NAME: \_\_\_\_\_

Name	Value (\$199/piece)
<b>TOTAL SEASON PASS / TRADE VALUE</b>	\$

Employees who are eligible for 50% Discount Purchase off	
FULL PRICE TICKETS: Friday (3-7pm): \$20.00; Sat/Sun: \$40.00; Sun Twilight (2-6pm): \$20.00	



## JESTER FEATURES

Main Jester Drop *Value \$2,000*



Potato Chip *Value \$1,500*

Secondary Jester drop (right before bridge) *Value \$1,500*

Wall ride *Value \$1,500*



## Knightslayer

Giant wall ride *Value \$1,000*

