



— THE 7TH ANNUAL —  
**LONG TRAIL CENTURY RIDE**  
TO BENEFIT VERMONT ADAPTIVE SKI & SPORTS



***Black Diamond Award, 2016 - The Best of Vermont***  
**Best Road Biking Race or Tour - Long Trail Century Ride to Benefit Vermont Adaptive**  
- as voted by Vermont Sports readers

**LTCR Planning Committee  
2017**

January 31, 2017

Erin Fernandez  
*Vermont Adaptive*  
Phil Black  
*Lookout Tavern*  
Dan Fulham  
*Long Trail Brewing*  
Kim Jackson  
*Vermont Adaptive*  
Dominique Gatto  
*Vermont Adaptive*  
Justin Pill  
*Long Trail Brewing*  
Jeff Alexander  
*Killington Resort*  
Amy Laramie  
*Killington Resort*  
Kim Peters  
*Town of  
Killington/KPAA*

Dear Friends,

On June 24, 2017, we will host the 7th Annual Long Trail Century Ride to benefit Vermont Adaptive Ski and Sports. Long Trail Brewing has committed again to be the title sponsor, and we couldn't be more thrilled to have their support. In addition, Killington Resort is again a Double Black Diamond sponsor, providing support as well as lift tickets, reduced lodging rates and more, for our participants and spectators.

Since 1987, Vermont Adaptive has provided adaptive sports outings statewide in Vermont to people with disabilities. We are the largest non-profit in the state to do so, and we serve all ages and all (dis)abilities including those with physical, cognitive, emotional behavioral, and developmental disabilities.

As we celebrate our 30<sup>th</sup> Anniversary, we are a national leader in the Adaptive Sports Industry and have more than 400 highly trained volunteer instructors, who donate more than 24,000 hours to our clients and statewide programs annually. The proceeds from this ride, including your sponsorship dollars, will help provide year-round programming for more than 3,000 outings so those with disabilities can enjoy the outdoor activities and sports that many of us take for granted.

**longtrailcenturyride.com**

**Vermont Adaptive  
EIN: 74-2472938**

Last year we raised more than \$200,000. Our goal is to raise more than \$225,000 in 2017. We know we can reach our goal with your help.

Please review the attached sponsorship packet to learn more about how you can support this year's Long Trail Century Ride to Benefit Vermont Adaptive.

Thank you for your support.

Kind regards,

Erin Fernandez, Executive Director  
Vermont Adaptive Ski and Sports  
802.353.8129; [director@vermontadaptive.org](mailto:director@vermontadaptive.org)



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## SPONSORSHIP OPPORTUNITIES LTCR to Benefit Vermont Adaptive: June 24, 2017

Sponsorship commitment by April 1, 2017 is guaranteed  
best exposure in all marketing and promotional materials.

### ~~PRESENTING: \$30,000 — SOLD (exclusive)~~

- Title sponsorship to the event
- Primary brand awareness and exposure on all event materials
- Primary position on all event banners
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail website, event tee shirt
- 10 rider entries in the ride of choice (riders still responsible for their own individual fundraising)
- Vendor table at the event

### DOUBLE BLACK DIAMOND: \$25,000

- Primary brand awareness and exposure on all event materials
- Exclusive rights to distribute materials as they relate to the sponsor
- Exclusive right to host portion of event on sponsor property
- 20 tickets to the “Apres-Ride” Party on the Brewery grounds OR four bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Primary position on all event banners
- Included with our table at the 2017 Bike Expo New York
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail website, event tee shirt
- Vendor table at the event

### BLACK DIAMOND: \$10,000

- Primary brand awareness and exposure on all event materials
- 20 tickets to the “Apres-Ride” Party on the Brewery grounds OR four bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Primary position on all event banners
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail website, event tee shirt
- Vendor table at the event



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## SPONSORSHIP OPPORTUNITIES (continued)

### **PLATINUM: \$4,000**

- 20 tickets to the “Apres-Ride” Party on the Brewery grounds OR three bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Primary position on all event banners
- Logo included in POS & advertisements
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail website, event tee shirt; Vendor table at the event

### **DIAMOND: \$3,000 – STAGE SPONSORSHIP (exclusive)**

- Custom Sponsor Banner created for the live entertainment stage at the Apres-Ride Party
- 15 tickets to the “Apres-Ride” Party on the Brewery grounds OR three bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail website
- Vendor table at the event

### **GOLD: \$2,500**

- 15 tickets to the “Apres-Ride” Party on the Brewery grounds OR three bicycle entries in the ride of choice (riders still responsible for their own individual fundraising)
- Primary position on all event banners
- Included in all press releases, email campaigns, and social media
- Logo placement on both Century Ride and Long Trail websites, event tee shirt
- Vendor table at the event

### **SILVER: \$1,500**

- 10 tickets to the “Apres-Ride” Party on the Brewery grounds OR two bicycle entry in the ride of choice (riders still responsible for their own individual fundraising)
- Logo placement on all event banners
- Included in press releases, email campaigns, and social media
- Logo placement on both Century Ride and Long Trail websites.
- Vendor table at the event

### **AID STATION: \$750 \*Only 6 Spots !\* (first-come, first-served)**

- You will have the opportunity to place your banners and collateral at one aid station plus receive all of the benefits of the Bronze Package.
- 6 tickets to “Après-Ride” Party on Brewery grounds OR one bicycle entry in the ride of choice (riders still responsible for their own individual fundraising)
- Included in press releases, email campaigns and social media
- Logo placement on both Century Ride and Long Trail websites.
- Vendor table at the event



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## SPONSORSHIP OPPORTUNITIES

*(continued)*

### **BRONZE: \$500**

- 6 tickets to “Après-Ride” Party on Brewery grounds OR one bicycle entry in the ride of choice (riders still responsible for their own individual fundraising)
- Logo placement on both Century Ride and Long Trail websites.
- Included in press releases, email campaigns and social media.

### **LOGO ON “CONFIDENCE SIGN” ON COURSE: \$250**

- Logo placement on one Century Ride confidence sign located on the ride routes.

### **VENDOR IN-KIND DONATIONS**

- Value of in-kind donation: Value of some donated items may be applicable to designated sponsorship levels.



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## About Long Trail

The first batch of *Long Trail Ale* rolled off the production line in 1989. Back then the brewery (known as the Mountain Brewers) was a modest 45-barrel brew house tucked into the basement of the Old Woolen Mill in Bridgewater Corners.

At the time, Vermont was better known for maple syrup than beer. Blazing the trail for the Green Mountain State's craft brewing industry, *Long Trail Ale* hit the taps at local watering holes and instantly became a Vermont institution.

Today, we continue to find inspiration in our surroundings. Moved and motivated by the Green Mountain culture, we work hard to create a family of ales that is worthy of our Vermont roots.

Like the river that flows alongside our brewery, we have been twisting and turning with the landscape in which we live, work and play, for more than 25 years.

In addition to the commitment to our craft, we remain tied to our local community. With a long history of fundraising and charitable donations, we are proud to support Vermont Adaptive's initiatives as the title sponsor of the 7th Annual Century Ride.

Last year we helped raise more than \$200,000. We hope you will take a hike on up to our brewery on Saturday, June 24th to join in the celebration of this amazing cause.

For more information, please visit us online at [www.longtrail.com](http://www.longtrail.com).



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## About Vermont Adaptive Ski and Sports

Vermont Adaptive Ski and Sports, a 501c(3) non-profit (Federal ein: 74-2472968), is a nationally recognized organization that empowers people of all abilities through inclusive sports and recreational programming regardless of ability to pay. In addition to sports, year round programming options integrate environmental, holistic wellness, and competitive training philosophies for people of all ages with cognitive, developmental, physical and emotional disabilities. Laura Farrell founded Vermont Adaptive in 1987 as a volunteer organization. Originally, the organization offered only winter skiing at Ascutney Mountain Resort. Today, the organization is a leader in the Adaptive Sports industry. It has more than 400 volunteer instructors who donate more than 24,000 hours to its clients and programs annually. The organization has nine staff members. It hosts 6-15 interns a year and offers a youth volunteer program. Its operating budget is about just under a million dollars a year.

### LOCATIONS

- Headquartered at Pico Mountain Ski Resort in Killington, Vt. • Programming throughout Vermont
- Pico Mountain Resort, Killington Resort, Sugarbush Resort, Bolton Valley Resort, the State of Vermont, US Paralympics, and Disabled Sports USA.

### WHO WE SERVE

- Collectively about 3,000 adaptive sports outings are offered each year.
- Vermont Adaptive works with people who have a variety of different disabilities including: Deaf and Hard of Hearing, Developmental Disabilities, Spina Bifida, Cerebral Palsy, Multiple Sclerosis, Paraplegia, Quadriplegia, Amputations & Limb Differences, Blind & Visually Impaired, Traumatic Brain Injuries, Emotional/Behavioral Disabilities, Physical Impairments, Autism, Stroke, Muscle Weakness, Wounded Veterans

### PROGRAMMING

Alpine and Nordic Skiing, Snowshoeing, Indoor Rock Climbing, Paddling, Canoeing & Kayaking, Sailing, Cycling, Beeper Baseball, Tennis, Hiking & Camping, Eco-Able Adventures environmental programming, CORE Connections wellness programs, in-service school programs, groups, and more

### COST TO PARTICIPATE

Vermont Adaptive offers programming on a sliding scale system. No athlete is ever turned away because of ability to pay. Vermont Adaptive collaborates with local, regional and national partners such as schools, social service agencies, military hospitals and resource programs, colleges and universities to provide sports and recreation at little or not cost to the client.

### PUBLICITY AND MARKETING

Vermont Adaptive is regularly featured in national, regional and local media. The organization produces an annual, 28-page program guide that is mailed to about 3,500 recipients. Staff and volunteers attend trade shows annually to attract new participants and volunteers. Staff members have been selected to represent Vermont Adaptive at the Paralympic Games in Vancouver and at the White House. An e-newsletter is sent out monthly to nearly 3,000 contacts, and the organization's Facebook page has more than 2,500 followers, plus an additional 1,500 followers on the Long Trail Century Ride-specific Facebook page. Vermont Adaptive uses social networking, its website and a constant stream of press materials as well as traditional media relations to garner positive impressions with the media, consumers and a variety of other stakeholders.

For more information visit our website at [www.vermontadaptive.org](http://www.vermontadaptive.org).



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## RIDE FACTS

### **What is the Long Trail Century Ride (LTCR)?**

The Long Trail Century Ride is a benefit bike trip through the scenic roads and byways of central Vermont. There are 100, 60 and 20-mile routes for riders of all abilities plus a family-friendly 5K route. The ride begins and ends at the Long Trail Brewery in Bridgewater Corners, Vermont on Saturday, June 24, 2017.

New in 2017! Mountain Bike Loop. More details to follow.

### **Who benefits from this charitable ride?**

All donations and proceeds from the ride benefit Vermont Adaptive Ski & Sports, a non-profit organization committed to empowering individuals with disabilities. They promote independence and further equality through access and instruction to sports and recreational activities. The goal for 2017 is to raise \$225,000 to support adaptive sports and recreational programs.

### **How many entrants?**

There is no limit to the number of entrants.

### **I don't ride; can I still be involved in the event?**

Everyone is invited to join us at the "Après-Ride" Party on the Brewery grounds after the event. It will be a great day full of music, amazing food and lots of fun and activities for the whole family. Tickets are available at the door the day of the event for \$15/adults and \$10/kids 12 and under.

### **How is the ride being marketed?**

Long Trail Brewing and Vermont Adaptive are marketing the LTCR, in cooperation with our local partners, on our individual websites and at [www.longtrailcenturyride.com](http://www.longtrailcenturyride.com). This effort also includes an aggressive social media, email and radio campaign. On and off premise support throughout our New England and New York markets will also be a key component to promoting this event. We anticipate the "reach" of our efforts to be well over 150,000 people.

### **Who are your "local" partners?**

With the marketing and creative support of the Long Trail Brewing Company, Killington Resort, the Lookout Tavern, the Killington Pico Area Association and many other local businesses, this event is guaranteed to be a success!

### **As a sponsor, can I market the event?**

We hope that all of our sponsors and partners will take an active role and help promote this event by proudly announcing your support. Graphics, logos and written support materials are available by contacting Kim Jackson at [pr@vermontadaptive.org](mailto:pr@vermontadaptive.org).

### **How can I become a sponsor?**

Contact::

Century Ride – Kim Jackson, [racedirector@longtrailcenturyride.com](mailto:racedirector@longtrailcenturyride.com), 802-345-9730

Long Trail - Justin Pill at 802-779-5251 or [justinp@longtrail.com](mailto:justinp@longtrail.com)

### **I would like to register and have questions about the actual Century Ride?**

Information can be found at [www.longtrailcenturyride.com](http://www.longtrailcenturyride.com) or you can contact Kim Jackson at [racedirector@longtrailcenturyride.com](mailto:racedirector@longtrailcenturyride.com).



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**SPONSORSHIP FORM  
CORPORATE SPONSORSHIP ENTRY 2017**

Company Name: (as it should appear on sponsorship and marketing collateral)

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Company Address:

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City:

State:

Zip:

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Company Contact:

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Contact E-mail:

Website:

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Phone: \_\_\_\_\_

Please check all that are appropriate:

LONG TRAIL CENTURY RIDE SPONSORSHIP LEVELS:

~~\_\_\_\_\_ Title - \$30,000~~ \_\_\_\_\_ Double Black Diamond - \$25,000 \_\_\_\_\_ Black Diamond - \$10,000 \_\_\_\_\_  
 Platinum - \$4,000 \_\_\_\_\_ Gold - \$2,500 \_\_\_\_\_ Silver - \$1,500 \_\_\_\_\_ Aid Station - \$750 (5)  
 \_\_\_\_\_ Bronze - \$500 \_\_\_\_\_ Logo on Confidence Sign - \$250 \_\_\_\_\_ In-Kind

\_\_\_\_\_ Stage Sponsorship - \$3,000 (check for availability, this is exclusive)

Enclosed is my check for: \$ \_\_\_\_\_

Please make check payable to: Vermont Adaptive Ski & Sports.

**Mail check and form to: Kim Jackson, Century Ride  
 Vermont Adaptive Ski and Sports, P.O. Box 139; Killington, VT 05751**