



# Boston Rebellion ProXCT

## Sponsorship and Exhibitor Packet

July 29<sup>th</sup> – 31<sup>st</sup>, 2016 - Adams Farm - 999 North St, Walpole MA 02081  
bostonrebellion.com

On July 30<sup>th</sup> and 31<sup>st</sup>, Professional Olympic Level Mountain Biking will return to Adams Farm in Walpole, MA. National and international mountain bike champions will converge on the quaint town farm to battle each other on what has been called an “Old School New England Course.” With 2016 being an Olympic year, and The Boston Rebellion the week before the final World Cup, athletes from around the world will be hunting for coveted UCI points.

Boston boasts some of the best athletes and events in the world, and we are happy to bring international professional cycling to the region of 8 million people. In addition to professional cycling, the Rebellion will also host two days of amateur cycling races, as well as two trail running races. The amateur races are open to anyone of any ability, and we encourage everyone to participate.

### Friday July 29<sup>th</sup>, 2016

- Demo Day
- Course Preview & Practice
- Boston Rebellion Kickoff Party

### Saturday July 30<sup>th</sup>, 2016

- Rebel Trail Run – 2 Distances
- Free Kids Races
- Amateur Short Track Mountain Bike Racing
- Cyclocross Short Track Race
- UCI Professional Women’s Cross-Country Mountain Bike Race
- UCI Professional Men’s Cross-Country Mountain Bike Race
- Sierra Nevada Beer Garden and Expo

### Sunday July 31<sup>st</sup>, 2016

- The Kenda Cup East Barn Burner – Professional & Amateur XC Mountain Bike Races
- Free Kids Races
- Professional Short Track Mountain Bike Races
- Sierra Nevada Beer Garden and Expo
- Boston Rebellion After Party and Kenda Cup East Series Awards



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### Sponsorship and Support Opportunities

With 1500 competitors and over 5000 spectators per day, the opportunity is there to present your brand to a dedicated group of like minded athletes, spectators, and followers. For 2016 we have grown the event and achieved higher UCI status. Additionally our event will have limited sponsorship opportunities to better serve the sponsors and provide maximum exposure. We will be limiting our sponsorship opportunities to just 7 individuals as we feel this will best represent those invested in The Rebellion. By limiting our partners we will be able to focus on better serving you and your brand.

### Premier Event Sponsorship

**Title Sponsorship - \$10,000:** Title sponsor provides the most exposure and the most engagement opportunities with spectators and participants. Title sponsorship will be shared with The Ridebiker Alliance. (1/2 is available at \$5000)

Title Sponsorship Includes:

- Event titled "Title Sponsor" Boston Rebellion presented by The Ridebiker Alliance.
- Prominent start/finish line truss signage for maximum exposure in photos/videos.
- Prominent logos and links in all event marketing material, website, registration pages, flyers, and web promotions on Twitter, Facebook, and Instagram.
- Logos in race preview video and post-race highlight videos.
- Highest priority for additional sponsor provided signage to be displayed on start line fencing and on course at high visibility areas.
- 3x Per Hour PA announcement support.
- Complimentary 50'x20' vendor space and parking for large trailer.
- 10 Complimentary Running Entries & 10 Complimentary Cycling Entries.



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### Supporting Event Sponsorship

#### Supporting Sponsor - \$2,500:

- Limit – 2 Supporting Sponsors
- Logo placement on Start/finish line truss uprights for exposure in start/finish photos.
- Logos and links in all event marketing material, website, registration pages, and web promotions on Twitter, Facebook, and Instagram.
- Logos in post-race highlight video.
- Additional sponsor provided signage to be displayed on start line fencing and on course at high visibility areas.
- Hourly PA announcement support
- Complimentary 20'x30' vendor space.
- 5 Complimentary Running Entries & 5 Complimentary Cycling Entries

#### Secondary Supporting Sponsor - \$1,000:

- Limit – 3 Secondary Supporting Sponsors
- Logos and links in all event marketing material, website, registration pages, and web promotions on Twitter, Facebook, and Instagram.
- Additional sponsor provided signage to be displayed on start line fencing and on course at high visibility areas.
- Logos in post-race highlight video
- Complimentary 10'x20' vendor space.

**Product Support and Prizes – Minimum of 30 items:** Throughout the weekend, there are 90 prizes to be awarded to the various amateur races. Retail goods, clothing, bicycle or running related accessories, and packaged food or drinks are accepted. This is a great way to get your product into the hands of racers. Product must have a minimum retail value of \$5 per unit. Donations can only be accepted in lots of 30.

- 30 Unit Donation – Promotion on event Twitter/Facebook
- 60 Unit Donation – 30 unit + complimentary 10x10 vendor booth
- 90 Unit Donation – 60 unit + course and expo signage (sponsor provided)



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### Sierra Nevada Beer Garden and Expo

Adams Farm is the perfect venue to support a large outdoor expo with a festival like feel as parking, registration, race start/finish and awards are all contained in one general area. This has provided us the unique opportunity to have a captive audience in a single area. Several food trucks will be on site to compliment the Sierra Nevada Beer Garden. New for 2016, all vendor spots are located within the course loop.

Please see the maps below for the venue layout and vendor locations. Limited power drops are available, please inquire about availability.

- 10'x10' Vendor Spot for 2 days - \$100
- 10'x20' Vendor Spot for 2 days - \$175
- 20'x30' Vendor Spot for 2 days - \$250
- 20'x40' Vendor Spot for 2 days - \$300
- 25'x50' Team Parking – Please Contact Race Director
- 20'x30' Team Parking - \$30 per day



