

# What is the Rockin River City Ride?

## COMMITTEE MEMBERS

Jessica Stein  
Co Chair

Stephanie Tenbarge  
Co Chair

Stephanie Bonenberger

Starr Proctor

Kendra Hatfield

Sara Holman

Mary Lawrence Child

Lisa Vaughan

Debi Wilson

## EVENT PARTNER

Rise Up & Run  
Productions

Jim Bush

Rockin River City Ride is a healthy, family friendly fundraising event which provides a positive community impact in the focus areas of health, food insecurity, and voluntarism. The Junior League of Evansville and Rise Up & Run Productions are partnering to create a 3 day weekend event called River City Fit Fest that offers a challenge for novice and experienced cyclists, walkers, and runners alike along the beautiful Evansville riverfront.

Participants will be able to register for a **Friday** night 3 or 5 mile Rockin Run, on **Saturday** a 10 mile, 12K, or half marathon with the River Run with Rise Up & Run Productions, and on **Sunday** 5k, 25k, 60k, 100k, and Bike Ride.

Participants will enjoy numerous fully-stocked rest stops, excellent free route support, a farmer's market that will include food and merchant vendors along with a kids' park with bounce houses, games, prizes, bike helmet giveaway, and a bike safety presentation.

Funds raised through Rockin River City Run & Ride will be used to support the Junior League of Evansville, and their missions and charities.

Junior League of Evansville is an organization of women devoted to positively impacting the community of Evansville, Indiana by assessing our community's most pressing issues and addressing them through community action. Our goal with your sponsorship is to increase your company exposure, engage and expand your stakeholders. We value our corporate partners, and together we will make a difference in our community. With the help from our sponsors, we were able to raise \$34,500 to support our missions and charities.



## DATES

Friday, May 5, 2017  
Saturday, May 6, 2017  
Sunday, May 7, 2017

## LOCATION

Riverside Drive  
Evansville, IN 47714

## 2016 PARTICIPANTS

**480** plus Runners  
**375** plus Bike Riders  
**200** plus Volunteers & Staff  
**150** After-Party Tickets  
**3000** River Run Participants



JUNIOR LEAGUE OF  
EVANSVILLE

RISE UP  
& RUN



AMERICA'S MOVE TO RAISE A  
HEALTHIER GENERATION OF KIDS

# Sponsorship Levels

Benefits	\$5000	\$2000	\$1000	\$500	\$200	\$100	\$50
Logo recognition at all rest stops	✓						
Recognition as sponsor at opening River City ceremonies	✓						
Sponsor name included in event press release	✓						
Logo placement on event maps	✓						
Logo on event t-shirts	✓	✓					
Opportunity to place small promotional item in registration packet	✓	✓					
Logo in JLE digital print and magazine in conjunction with the event	✓	✓	✓				
Logo on event registration form	✓	✓	✓				
Sponsor logo on event printed materials, including all promotional store front signs	✓	✓	✓				
Company's banner (that you supply) placement at event	✓	✓	✓				
E-blast that links to our Rockin River City Ride Website with your logo and link	✓	✓	✓	✓			
Logo on sponsor event banner the day of the event	✓	✓	✓	✓			
Logo and link featured on Rockin River City Ride Website	✓	✓	✓	✓	✓		
Logo on weekend event buckets	✓	✓	✓	✓	✓		
Merchant booth space	✓	✓	✓	✓	✓	✓	
Passes to either Rockin River City Ride or Run event	✓	✓	✓	✓	✓	✓	
Logo recognition on a rest stop sign		✓	✓	✓	✓		
Business name in JLE digital print and magazine in conjunction with the event			✓	✓	✓	✓	
Opportunity place promotional item in event goodie bag	✓	✓	✓	✓	✓	✓	✓

Create your company Rockin River City Ride team or volunteer team for River City Fit Fest 2017!

For more information regarding sponsorships and in-kind donations please contact

Lisa Vaughan at 812-319-9330 or [rivercityride@gmail.com](mailto:rivercityride@gmail.com)

# Sponsorship Agreement



Company name \_\_\_\_\_  
Sponsor name \_\_\_\_\_  
Company name as it should appear on all publications \_\_\_\_\_  
Contact person(s) \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website address \_\_\_\_\_

## Please choose the level for your Rockin River City Ride sponsorship:

- \$5,000 Sponsor  \$2,000 Sponsor  \$1,000 Sponsor  \$500 Sponsor  \$200 Sponsor  \$100 Sponsor  \$50 Sponsor  
 In-kind donation \_\_\_\_\_

### Method of Payment

Check enclosed (Please make payable: Junior League of Evansville)  Send electronic invoice  Credit Card  Visa  MC Amount  
\$ \_\_\_\_\_ Card number \_\_\_\_\_ Expiration date \_\_\_\_\_  
Name as it appears on the card \_\_\_\_\_  
Signature\* \_\_\_\_\_

\* By signing this agreement, we wish to become a sponsor for the above event(s) and the benefits each provides and agree to provide donations prior to the event.

## Submission

Mail to: Junior League of Evansville  
123 NW Fourth Street, Suite #422  
Evansville, Indiana 47708  
812-434-6710



## Sponsor Logo Guidelines

If logo inclusion is part of your sponsor package, please send to [riverscityride@gmail.com](mailto:riverscityride@gmail.com) in the preferred format: vector file (.eps, .ai) in CS4 or lower. Another acceptable format is a raster file (.jpg, .tiff) at 300 DPI (lower resolution will not print clearly).

Please supply the following three versions of your logo: 1. Color 2. Grayscale 3. One-color — black (for engraving).

## Questions?

Please contact Lisa Vaughan at 812-319-9330, or [riverscityride@gmail.com](mailto:riverscityride@gmail.com) with any questions.

# JUNIOR LEAGUE OF EVANSVILLE