

Sponsorship Opportunities

Your sponsorship allows us to deliver a premium racing experience, while helping us reach our goal of designating 100% of Mid Week Race Series season passes and entry fees to the growth and sustainability of Bike Utah programs and initiatives.



MID WEEK RACE SERIES MISSION

The mission of the Mid Week Race Series is to **foster connections** throughout the mountain biking and fat biking community, to **provide fun racing events** for all ages and abilities, and to **support all levels of individual skill-building** and mountain biking goals. We've got new venues in the works, new races to expand our offerings, categories for all abilities, and awesome opportunities for our 2024 Mid Week riders and supporters.



Showcase Your Brand



Sponsorship of the Mid Week Race Series showcases your brand as part of Utah's vibrant mountain biking community and as a supporter of improved cycling accessibility and infrastructure throughout the state.

Production Costs



Event production costs covered by sponsorship dollars include: venue, permit, and licensing fees; updating and improving trail markers and race course signage; and design and production of number plates. Cash helps us cover the costs listed, but your **race-day participation and interaction with racers and their families is where you'll gain the most value** for your sponsorship.

Custom Sponsorships



The Mid Week Race Series offers custom sponsorships. If you don't see a level that works for you, we will work to create a sponsorship package to meet your needs.

Past Sponsors



2024 Mid Week Race Series Calendar



Fat Bike Races

An XC race experience in the winter at Soldier Hollow Nordic Center - on the snow and under the lights. Mass starts, lapped courses, racing lasts for about an hour for all categories. Races will be held on January 16, January 30, February 13, and February 27.

RACE	Race 1	Race 2	Race 3	Race 4
DATES	May 14	May 28	June 11	June 25
LOCATION	Soldier Hollow	Soldier Hollow	Soldier Hollow	Soldier Hollow



XC Races

Traditional Mid Week XC race format - mass starts, racing lasts for about an hour for all categories. (Race dates & locations are preliminary until early Spring 2024.)

RACE	XC1	XC2	XC3	XC4	XC5	XC6
DATES	May 14	May 28	June 11	June 25	July 9	July 30
LOCATION	Eagle Mountain	Coyote Trails (Heber City)	Round Valley (Park City)	Butterfield (Herriman)	Round Valley (Park City)	North Fork (Eden)



XC Endurance Race

Scheduled for Friday, June 21 at Soldier Hollow, the longest day of the year, this 6-hour race extravaganza will feature multiple laps on an XC course for solo racers or relay teams.

RACE	XC Endurance
DATE	June 21
LOCATION	Soldier Hollow



Mini Enduro Races

Traditional Mid Week Mini Enduro format - two stages of co-ed racing, racers ride uphill to stage starts and are only timed on the downhill portions of the course. (Race dates & locations are preliminary until early Spring 2024.)

RACE	ME1	ME2	ME3	ME4	ME5	ME6
DATES	June 6	June 19	June 27	July 11	July 18	August 1
LOCATION	Bob's Basin (Park City)	Deer Valley	Park City Mountain	Snowbird	Nordic Valley (Eden)	Solitude



Women's Mini Enduro Races

Similar to Mid Week Mini Enduro race format, but a specific opportunity for women of all abilities to ride in a challenging yet supportive environment. (Race dates & locations are preliminary until early Spring 2024.)

RACE	Race 1	Race 2
DATES	June 4	July 16
LOCATION	Bob's Basin	Nordic Valley



SEASON FINALE PARTY

Casual lift-served MTB party laps, food & drink, and season points podium prize presentations scheduled for Wednesday, August 7 at Woodward Park City.



2024 Mid Week Fat Bike & MTB Series Sponsorship Packages and Benefits

Top Tier

XC SERIES	MINI ENDURO	ENDURANCE RACE	FAT BIKE	WOMEN'S MINI ENDURO
Presenting Sponsor	Presenting Sponsor	Presenting Sponsor	Presenting Sponsor	Presenting Sponsor
(MTB Series)	(MTB Series)	(MTB Series)	(Fat Bike Series)	(MTB Series)
\$10,000 (Value)	\$10,000 (Value)	\$6,000 (Value)	\$4,000 (Value)	\$3,000 (Value)
<u>Contribution</u> Cash + product for post-race swag giveaway (if applicable)	<u>Contribution</u> Cash + product for post-race swag giveaway (if applicable)	<u>Contribution</u> Cash + product for post-race swag giveaway (if applicable)	<u>Contribution</u> Cash + product for post-race swag giveaway (if applicable)	<u>Contribution</u> Cash + product for post-race swag giveaway (if applicable)
<u>Number offered</u> 1	<u>Number offered</u> 1	<u>Number offered</u> 1	<u>Number offered</u> 1	<u>Number offered</u> 1
<u>Benefits</u> <ul style="list-style-type: none"> • Title sponsor • Sole top-tier logo for XC Series in all advertising • Social media tags and presenting posts • Booth space at all XC races • 3 XC season passes + entries to Endurance event 	<u>Benefits</u> <ul style="list-style-type: none"> • Title sponsor • Sole top-tier logo for Mini Enduro Series in all advertising • Social media tags and presenting posts • Booth space at all Mini Enduro races • 3 Mini Enduro season passes + entries to WME events 	<u>Benefits</u> <ul style="list-style-type: none"> • Title sponsor • Sole top-tier logo for Endurance Race in all advertising • Social media tags and presenting posts • Booth space at Endurance Race • 4 entries or 1 team entry 	<u>Benefits</u> <ul style="list-style-type: none"> • Title sponsor • Sole top-tier logo for Fat Bike Series in all advertising • Social media tags and presenting posts • Booth space at all Fat Bike races • 2 Fat Bike season passes 	<u>Benefits</u> <ul style="list-style-type: none"> • Title sponsor • Sole top-tier logo for WME races in all advertising • Social media tags and presenting posts • Booth space at all Women's Mini Enduro races • 2 entries to each WME race

Mid Tier

MEDICAL	VENUE	VOLUNTEER	FIRST LAP	EQUIPMENT
Sponsor	Sponsor	Sponsor	Sponsor	Sponsor
(MTB Series)	(MTB Series)	(MTB Series)	(Fat Bike Series and/or MTB Series)	(Fat Bike Series and/or MTB Series)
\$7,500 (Value)	\$1,500 (Value)	\$2,000 (Value)	\$1,000 (Value)	\$1,000 (Value)
<u>Contribution</u> Cash or qualified medical support at 9 races)	<u>Contribution</u> Cash + product for post-race swag giveaway	<u>Contribution</u> Cash* + product for volunteer compensation	<u>Contribution</u> Cash* + product for post-race swag giveaway	<u>Contribution</u> Bikes/equipment for races
<u>Number offered</u> 1	<u>Number offered</u> 15 (one per race)	<u>Number offered</u> 1	<u>Number offered</u> Unlimited	<u>Number offered</u> Unlimited
<u>Benefits</u> <ul style="list-style-type: none"> • Top-tier logo for all races in all advertising • Social media tags and thank you posts • 2 season passes to any discipline 	<u>Benefits</u> <ul style="list-style-type: none"> • Mid-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at sponsored venues • 1 season pass to any discipline 	<u>Benefits</u> <ul style="list-style-type: none"> • Mid-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at all races • 1 season pass to any discipline 	<u>Benefits</u> <ul style="list-style-type: none"> • Mid-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at races, based on value • # of individual entries to races, based on value 	<u>Benefits</u> <ul style="list-style-type: none"> • Mid-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at races where equipment is provided • # of individual entries to races, based on value

Total value of each sponsorship level is a suggested minimum.

*Cash contribution for Volunteer and First Lap Sponsors must be minimum 25% of total value.

Low Tier

PRODUCT	SERVICE
Sponsor	Sponsor
(Fat Bike Series and/or MTB Series)	(Fat Bike Series and/or MTB Series)
\$500 (Value)	\$250 (Value)
<u>Contribution</u> Product for post-race swag giveaway	<u>Contribution</u> Wrench/mechanical support at individual races
<u>Number offered</u> Unlimited	<u>Number offered</u> 2 per race
<u>Benefits</u> <ul style="list-style-type: none"> • Bottom-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at races, based on value • # of individual entries to races, based on value 	<u>Benefits</u> <ul style="list-style-type: none"> • Mid-tier logo for all races in all advertising • Social media tags and thank you posts • Booth space at sponsored venues • # of individual entries to races, based on value

