



Sponsorship Opportunities

2024

Thank you for considering a Mid Week MTB Series Sponsorship!

Your sponsorship allows us to deliver a premium racing experience, while helping us reach our goal of designating 100% of Mid Week Race Series proceeds 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 Bike Utah's mission and vision. You'll get face time with 250+ riders and their families at each race, many of whom come to all races in the series. **Over 1,000 unique individuals participate in Mid Week each year!**

Sponsorship Value



Sponsorship dollars are used to cover event production costs, allowing us to **allocate all proceeds to support other Bike Utah initiatives**. By sponsoring the Mid Week Race Series, **you are supporting our work to provide complete cycling infrastructure, safety education, access to gear & maintenance, a thriving cycling community, and inclusive planning & policy to all Utah residents.**

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.

About Bike Utah

Bike Utah's mission is to make Utah a better place to ride. We envision a Utah where complete active transportation networks and thriving cycling culture contribute to livable, connected, healthy communities, allowing everyone to ride regardless of age, ability, race, or income.

Bike Utah serves the entire state by **supporting communities in becoming more bicycle-friendly**, teaching cycling safety education, providing fix-it knowledge and repair supplies to organizations who support unsheltered and immigrant individuals, and fostering inclusive and equitable planning and policy for all residents.

2024 Mid Week XC Races



XC Races

Mid Week XC races are popular community events with racers young and old, fast and not-so-fast, and everyone there to have a good time! XC season pass holders show up for each race, guaranteeing you'll see them multiple times, while each different venue also brings regional newcomers. Regardless of the course, 250-375 racers show up on race night from 4:00-8:00pm to race, congenially compare results, and hang out for our swag giveaway.

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



XC Endurance Race

This is our newest event! Scheduled for the summer solstice, 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. Join the party and interact with 200+ racers and their families as they hang out to see who can ride the most laps in one evening. We'll host an awards ceremony and special giveaway after this special night of racing.

RACE	XC Endurance
DATE	June 21
LOCATION	Coyote Trails (Heber City)

Past Sponsors



2024 Mid Week Mini Enduro Races



Mini Enduro Races

We bring the big thrill of enduro racing and pack it into a "mini" 2-stage format on mid week evenings. Racers of all ages, skill levels, and abilities show up to ride full-send on the course and then chill out and mingle until our swag giveaway at the end of the evening. Mini Enduro events are popular and generally sell out, meaning you'll hang out with 225 racers and their families at each spectacular mountain venue.

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

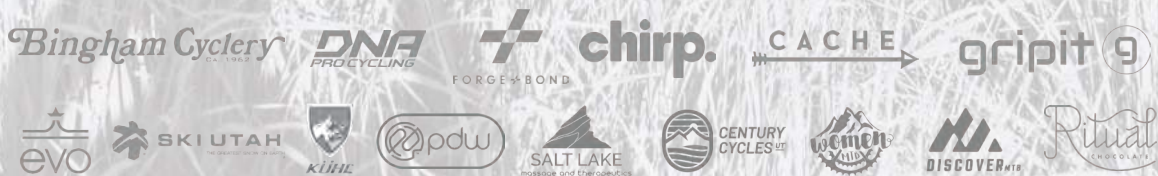


Women's Mini Enduro Race

Just like co-ed Mid Week Mini Enduro races, but a specific opportunity for women of all ages and abilities to ride in a challenging yet supportive environment. These races are more intimate events with around 100 riders, but have the most uplifting vibe of them all.

RACE	Race 1	Race 2 - tentative
DATES	June 4	July 16
LOCATION	Bob's Basin	TBD

Past Sponsors



2024 Mid Week MTB Series Sponsorship Packages and Benefits

Gold Level

XC SERIES	MINI ENDURO SERIES	ENDURANCE RACE	WOMEN'S MINI ENDURO	MEDICAL
Presenting Sponsor	Presenting Sponsor	Presenting Sponsor	Presenting Sponsor	Sponsor
\$10,000 (Value)	\$10,000 (Value)	\$6,000 (Value)	\$3,000 (Value)	\$7,500 (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 or qualified medical support at 9 races
<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 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 	<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

Silver Level

VENUE	VOLUNTEER	FIRST LAP	EQUIPMENT
Sponsor	Sponsor	Sponsor	Sponsor
\$1,500 (Value)	\$2,000 (Value)	\$1,000 (Value)	\$1,000 (Value)
<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> 15 (one per race)	<u>Number offered</u> 3	<u>Number offered</u> Unlimited	<u>Number offered</u> Unlimited
<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.

Bronze Level

PRODUCT	SERVICE
Sponsor	Sponsor
\$500 (Value)	\$250 (Value)
Contribution Product for post-race swag giveaway	Contribution Wrench/mechanical support at individual races
Number offered Unlimited	Number offered 2 per race
Benefits <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 	Benefits <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 sponsored venues • # of individual entries to races, based on value