



THE ASSAULTS

MT. MITCHELL | MARION

2016 Sponsorship Opportunities

ABOUT

THE ASSAULTS

A brief history

In 1975 – long before the days of personal bucket lists – Spartanburg, South Carolina native John Bryan, an early Freewheelers member, set out to ride from his hometown to the top of Mt. Mitchell, the highest peak east of the Mississippi. He enlisted a group of hardy Freewheelers, who were up for the challenge, to join him on the 103-mile ride. Bryan's inaugural ride evolved into what is now known as The Assault on Mt. Mitchell®.

Increasing interest lead The Freewheelers Cycling Association (FCA) to create The Assault on Marion®, a shorter, simultaneous sister ride from Spartanburg to Marion, North Carolina, in 1993 as a way of opening up the ride for more cyclists to participate. Together, the two rides are known as a singular event – The Assaults.

A bucket list ride for cyclists

The Assaults is one of the most intense, premier cycling experiences in the Southeast, and draws a full field of nearly 1,000 cyclists from across the world each year.

The Assault on Mt. Mitchell is a 102.7-mile self-paced ride, not race, from Spartanburg Memorial Auditorium in downtown Spartanburg, South Carolina, along the Blue Ridge Parkway, to the summit at Mt. Mitchell State Park in North Carolina –a total vertical ascent of more than 10,000 feet.

"This is one of the highlights of my cycling season. A tremendous challenge."

The Assault on Marion is a 74.2-mile self-paced ride starting from the same point as The Assault on Mt. Mitchell, but ending at the rest stop in Marion, North Carolina.

Because The Assaults is self-paced, each cyclist is in competition with his/her own personal best effort and time. Often, the cyclists who finish return each year to improve.

The Freewheelers Cycling Association (FCA)

The organization behind The Assaults is The Freewheelers Cycling Association (FCA). Founded in 1973, The Freewheelers Cycling Association (FCA) is a Spartanburg, South Carolina-based 501(c)(3) non-profit community service organization whose mission is to provide bicycle safety education and promotion, and a forum for amateur sports competition and touring. The Freewheelers Cycling Association (FCA) use a portion of the proceeds generated by The Assaults to support other non-profit organizations, including Finish-Strong cycling team, Partners for Active Living, the Challenge to Conquer Cancer, the Humane Society, the Mid-Atlantic Chapter of Multiple Sclerosis, Mt. Mitchell State Park, the Blue Ridge Parkway, the Palmetto Cycling Coalition and others.

FAST FACTS

41ST ANNUAL ASSAULTS

WHEN

Monday, May 16, 2016

Start: 6:30 am

WHAT

The Assault on Mt. Mitchell >> 102.7 miles

Start: Downtown Spartanburg, SC

Finish: Atop Mt. Mitchell State Park, NC

The Assault on Marion >> 74.2 miles

Start: Downtown Spartanburg

Finish: Rest stop in Marion, NC

WHO

1,000+/- participating cyclists from across the world

750 +/- projected finishers for The Assault on Mt. Mitchell

Hosted by The Freewheelers Cycling Association (FCA)

DIRECTOR

Katie Jordan, director@theassaults.com

"Loved it, best ride I have done!"

MARKETING

THE ASSAULTS

The caliber of The Assaults as one of the nation's most beloved public cycling experiences provides incredible exposure opportunities for our sponsors and event partners. Together with our sponsors, The Freewheelers Cycling Association (FCA) invests more than \$165,000 to ensure that The Assaults will be professional, safe and exciting for all.

Cyclist demographics

1,000 +/- cyclists participate in The Assaults each year. 30% generally live within a 100-mile radius of Spartanburg, South Carolina. 70% of the participants come from outside this radius and support the local economy through hotel, restaurant and retail patronage during their stay.

Marketing and promotion

For the 41st Annual celebration of The Assaults, the following marketing and promotional plans are in place, many of which will be advantageous to sponsors. Examples of planned marketing activities and channels include:

- A new, mobile-friendly website will debut in October 2015
- Email marketing campaigns to past and present participants of The Assaults, including more than 40 e-mail campaigns sent to over 1000 participants.
- Integrated marketing to primary feeder cycling clubs across the United States
- Social media campaigns on Facebook, with posts that reach and engage up to 7,000 people during peak posting periods.
- Press releases distributed locally, regionally and nationally, as well as editorial exposure through public/media relations
- Almost \$20,000 worth of advertising through local newspapers
- Coverage in the *Asheville Citizen Times*, *Spartanburg Herald Journal*, *Greenville News*, *News & Observer*, *The State*, *Polk County News Journal*, GranFondo.com, WYFF4, Fox News Carolina, News 13 and WSPA.
- Cross promotion with over 300 cycling clubs, retailers, and event partners in the Southeast by using flyers, social media, and e-mail blasts.



A Big Thank You to the 2015 Sponsors:

Spartanburg Herald Journal	Bella Latte
Asheville Citizen Times	The Complete Guide to
Visit Spartanburg, SC	Climbing by Bike
Allegra Spartanburg	Marriott Hotels
RIZE	Young Transportation
Coca-Cola Spartanburg	Penske
Southeast Sports & Rehab	Trek
Advance America	City of Spartanburg
Emedia Group	Freewheelers of Spartanburg
South State Bank	Bearden-Josey Center for Breast
Suntrust Bank	Health
JM Smith	REI
Palmetto Proactive Healthcare	Graphic Cow
PricewaterhouseCoopers LLP	Mobile Meals

With Special Thanks To:

The Blue Ridge Parkway	Tom Johnson Campground
Mt. Mitchell State Park	

The 2015 Assaults garnered media exposure valued at more than \$100,000.

SPONSOR

THE ASSAULTS

By serving as a Sponsor of The Assaults, you are not only making this best-of cycling event possible, but you are, in turn, ensuring The Freewheelers Cycling Association (FCA) can continue its mission of providing bicycle safety and education programming to cyclists in the communities we serve and through the spectrum of non-profit organizations we support. **All sponsorships are cash-based unless otherwise noted.** The Freewheelers Cycling Association is a Spartanburg, South Carolina-based 501(c)(3). Contributions to non-profit organizations, which fall under the provision of section 501(c)(3) of the U.S. tax code, are normally tax deductible. Please check with your accountant or financial planner about the potential advantages of such a contribution.



41ST ANNUAL PRESENTING SPONSOR

\$7,500

- Exclusive incorporation into The Assaults logo treatment
- Prominent display of company logo on each cyclist's bib
- Prominent presence on The Assaults' jersey, purchased by participating cyclists, as well as on the 41st Annual commemorative t-shirt for The Assaults
- Logo inclusion on any/all official event marketing and promotional materials or references
- Company's headquarters will serve as the starting point for one or more official training rides leading up to The Assaults (if located within Upstate SC).
- Brand takeover around official Start Line area for The Assaults
- Company representative given the opportunity to make brief "charge" to the cyclists at Start Line, and special "toast" to the finishers during the Post-Ride BBQ
- One (1) dedicated eBlast, on behalf of the sponsor, by The Assaults to its database of registrants
- A commemorative, signed and framed official jersey of The Assaults 2016 as a keepsake
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Prominent display space at The Assaults Expo 2016
- Company-branded banners at official events of The Assaults (provided by sponsor)
- Five (5) complimentary registrants to participate in The Assaults*
- Ten (10) complimentary tickets to the official Post-Ride BBQ
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- No fewer than ten (10) dedicated social media posts
- First right of refusal for renewing Presenting Sponsorship for The Assaults in 2017

**Complimentary riders may choose to register for either the Assault on Marion or the Assault on Mt. Mitchell. A firm commitment to ride and registration must be made by March 1, 2016.*



REST STOPS SPONSOR

One (1) available or divisible into thirds
(3 rest stops)

**\$5,000 FOR ALL 9
OR \$1,750 FOR 3**

- Brand takeover of all official Rest Stops along the route of The Assaults*
- Name recognition in all instances where Rest Stops are mentioned in all official marketing and promotion of The Assaults
- Select logo placement on The Assaults marketing and promotional materials
- Logo placement on The Assaults' jersey, purchased by participating cyclists
- Logo placement on the 41st Annual commemorative t-shirt for The Assaults
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Ability to contribute a food or beverage product to the Rest Stops**
- Prominent display space placement at The Assaults Expo 2016
- Company-branded banners at official events of The Assaults (provided by sponsor)
- Complimentary registrants to participate in The Assaults (3 for \$5,000 sponsor; 1 for \$1,750 sponsor)***
- Complimentary tickets to the official Post-Ride BBQ (9 for \$5,000 sponsor; 3 for \$1,750 sponsor)
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- Dedicated social media posts (8 for \$5,000 sponsor; 2 for \$1,750 sponsor)

*Rest stops vary in size and space.

** Must be pre-approved by the Directors.

***Complimentary riders may choose to register for either the Assault on Marion or the Assault on Mt. Mitchell. A firm commitment to ride and registration must be made by March 1, 2016.

"I was very impressed with the quality of this event. I have participated in many cycling events and I believe the handling of logistics was outstanding. Every volunteer was pleasant, even in the rain!"

SUMMIT SPONSOR

\$2,500

One (1) available

- Brand takeover of the Summit area atop Mt. Mitchell, including the official Finish Line*
- Name recognition in all instances where the finish point of the ride is referenced in all official marketing and promotion of The Assaults
- Select logo placement on The Assaults marketing and promotional materials
- Logo placement on The Assaults' jersey, purchased by participating cyclists
- Logo placement on the 41st Annual commemorative t-shirt for The Assaults
- Company logo within frame of photo-op area at Summit
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at The Assaults Expo 2016
- Company-branded banners at official events of The Assaults (provided by sponsor)
- Three (3) complimentary registrants to participate in The Assaults**
- Six (6) complimentary tickets to the official Post-Ride BBQ
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- No fewer than six (6) dedicated social media posts

**Within guidelines established by Mt. Mitchell State Park. Branding on timing equipment set by timing provider.*

***Complimentary riders may choose to register for either the Assault on Marion or the Assault on Mt. Mitchell. A firm commitment to ride and registration must be made by March 1, 2016.*

CYCLIST TRANSPORT SPONSOR

\$1,500

One (1) available

- Exclusive logo placement on the vehicles used for VIP Transport of the cyclists, once they have finished the ride (from the top of Mt. Mitchell to Marion and Spartanburg)
- Logo/name recognition on dedicated communications to the cyclists pertaining to the VIP Transportation
- Select logo placement on The Assaults marketing and promotional materials
- Logo placement on the 41st Annual commemorative t-shirt for The Assaults
- Name recognition on all eBlasts and other communications pertaining to bus transportation of cyclists
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at The Assaults Expo 2016
- Three (3) complimentary tickets to the official Post-Ride BBQ
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- No fewer than three (3) dedicated social media posts

CYCLIST CARE + SUPPORT SPONSOR

\$1,500

One (1) available

- Exclusive logo placement on the twelve (12) SAG vehicles used during the rides
- Select logo placement on The Assaults marketing and promotional materials
- Logo placement on the 41st Annual commemorative t-shirt for The Assaults
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at The Assaults Expo 2016
- Three (3) complimentary tickets to the official Post-Ride BBQ
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- No fewer than three (3) dedicated social media posts

REGISTRATION + EXPO SPONSOR

\$1,500

One (1) available

- Exclusive logo placement on the dedicated Registration + Expo signage at Spartanburg Memorial Auditorium
- Name recognition in all instances where Registration + Expo are referenced in all official communications by The Assaults
- Logo placement on the 41st Annual commemorative t-shirt for The Assaults
- Select logo placement on The Assaults marketing and promotional materials
- Name recognition on all eBlasts and other communications pertaining to the Registration and Expo
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Prominently placed display space at The Assaults Expo 2016
- Two (2) complimentary tickets to the official Post-Ride BBQ
- Complimentary online banner ad on The Assaults' website, to run until July 2016
- No fewer than three (3) dedicated social media posts

BUCKET LIST SPONSOR

< \$1,500

- Name placement on the 41st Annual commemorative t-shirt for The Assaults
- Two (2) complimentary tickets to the official Post-Ride BBQ

"The ride was challenging and fun. The volunteers were so nice and helpful, especially at mile 60. This was my first one, and I will definitely be back next year."

SPONSORSHIP

AT-A-GLANCE

Sponsorship benefit	PRESENTING	REST STOPS		SUMMIT	CYCLIST TRANSPORT	CYCLIST CARE + SUPPORT	REGISTRATION + EXPO	BUCKET LIST
No. of sponsorships available	1	1	3	1	1	1	1	unlimited
Level of support	\$7,500	\$5,000	\$1,750	\$2,500	\$1,500	\$1,500	\$1,500	< \$1,500
Logo on all official marketing/pr	X							
Exclusive logo placement	Event logo	Rest Stops		Finish Line (Mitchell)	Transport Vehicles	SAG Vehicles	Registration/Expo	
Select name/logo recognition		X	X	X	X	X	X	
Company headquarters as starting point for a training ride	X							
Logo on official jersey	X	X		X				
Logo on bibs	X							
Logo/Name on t-shirt	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name
Brand Takeover (1)	Start Line	Rest Stops		Finish Line (Mitchell)				
Brief remarks to cyclists	X							
Signed, commemorative item	Jersey							
Logo at photo-op area at summit				X				
Merchandise in Registration bag	X	X	X	X	X	X	X	
Display space at Expo	X	X	X	X	X	X	X	
Banners at official events (2)	X	X	X	X			X	
Eblast name recognition					X		X	
Complimentary registrants (3)	5	3	1	3				
Tickets to Post-Ride BBQ	10	9	3	6	3	3	2	2
Banner ad on Assaults website	X	X	X	X	X	X	X	
Dedicated social media posts	10+	8+	2+	6+	3+	3+	3+	
First right of refusal for 2017	X							

Important notes:

(1) Restrictions may apply, based on city and state requirements.

(2) Banners to be provided by the sponsor.

(3) Complimentary riders may choose to register for either the Assault on Marion or the Assault on Mt. Mitchell. A firm commitment to ride and registration must be made by March 1, 2016.

In-Kind Sponsorship Needs

Benefits package in exchange for sponsorship recognition to be mutually agreed upon dependent upon products and/or services being donated.

- Print Sponsor Small Scale (Flyers, posters, postcards)
- Print Sponsor Large Scale (Banners, signs)
- Registration Bag Sponsor (Stuffed bags distributed to 1000 cyclists)
- Bib Sponsor (Bibs for each rider)
- Memento Sponsor (Medal, patch, or other award for finishing)
- Water Bottle Sponsor
- T-Shirt Sponsor
- SAG/ Tech Sponsor
- Food and Beverage Partner (Rest stop food, riders meals)

“Great ride! Will be back next year!”

SUPPORT

THE ASSAULTS

Please complete, sign, and return this form with your payment:

Via mail: Freewheelers Cycling Association (FCA)
c/o Flourish Events
101 College Street, Suite 2B
Greenville, SC 29601

Scan/email: director@theassaults.com

Via fax: (864) 551-4558

NAME AS IT SHOULD BE LISTED FOR PROMOTIONS: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

CONTACT NAME: _____

TITLE/POSITION: _____

PHONE: _____ EMAIL: _____

CHECK HERE IF YOU WOULD LIKE THE ASSAULTS TO COMMUNICATE DIRECTLY WITH THE PERSON LISTED ABOVE ABOUT SPONSOR BENEFITS, EVENT NEEDS, ETC.

IF YOU WOULD LIKE THE ASSAULTS TO COMMUNICATE WITH SOMEONE ELSE, PLEASE COMPLETE THE PORTION BELOW.

NAME: _____

COMPANY, IF DIFFERENT FROM ABOVE: _____

PHONE: _____ EMAIL: _____

SPONSORSHIP LEVEL (CHECK ONE):

- | | | |
|--------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> PRESENTING SPONSOR \$7,500 | <input type="checkbox"/> REST STOPS \$5,000 | <input type="checkbox"/> REST STOPS \$1,750 |
| <input type="checkbox"/> SUMMIT \$2,500 | <input type="checkbox"/> CYCLIST TRANSPORT \$1,500 | <input type="checkbox"/> CYCLIST CARE + SUPPORT \$1,500 |
| <input type="checkbox"/> REGISTRATION + EXPO \$1,500 | <input type="checkbox"/> _____ BUCKET LIST < \$1,500 | |

FORM OF PAYMENT (CHECK ONE):

- BY CHECK (MAKE PAYABLE TO THE FREEWHEELERS CYCLING ASSOCIATION (FCA OF SPARTANBURG))
- BY INVOICE TO MAILING ADDRESS ABOVE

For general information and questions contact :

Katie Jordan
(864) 546-4782
director@theassaults.com

The Freewheelers Cycling Association is a Spartanburg, South Carolina-based 501(c)(3). Contributions to non-profit organizations, which fall under the provision of section 501(c)(3) of the U.S. tax code, are normally tax deductible. Please check with your accountant or financial planner about the potential advantages of such a contribution.

**A hi-resolution logo (preferably EPS or Vector file) for promotional use must be submitted with this commitment form. In order for your company to have proper placement on all promotional materials as applicable by your sponsorship level, commitment forms and full payment must be received by Friday, January 16, 2016. Commitment forms, payments and logos received after this date cannot be guaranteed placement on all items you're entitled to but will be placed on all applicable, remaining promotion items.*



View of Mt Mitchell from Course Route

THE ASSAULTS MT. MITCHELL | MARION

www.freewheelers.info/assaults

