THE ASSAULTS

MT. MITCHELL | MARION

2017 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.

FAST FACTS

42ND ANNUAL ASSAULTS

WHEN

Monday, May 15, 2017
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+/- professional and amateur cyclists from around the world

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

Hosted by The Freewheelers Cycling Association (FCA)

ORGANIZER

The Freewheelers Cycling Association (FCA)

2017 BENEFICIARY

Proceeds from the 2017 ride will benefit Partners for an Active Living (PAL)'s Hub Cycle program.

KEY CONTACTS

Ride Director: Katie Jordan, Director@theassaults.com, 864-546-4782

Sponsorship: Jamie Prince, Jamie@startflourishing.com, 864-248-0255

Media/Press: Katie Sanders, Katies@startflourishing.com, 864-312-6617

The Freewheelers Cycling Association (FCA)

The organization behind The Assaults is The Freewheelers Cycling Association (FCA). The Freewheelers Cycling Association (FCA) is a Spartanburg, South Carolina-based 501(c)(3) nonprofit community service organization whose mission is to provide bicycle safety education and promotion, as well as a forum for amateur sports competition and touring.

Making a Difference

The Freewheelers Cycling Association prides itself on making a positive difference in the community. Our mission focuses on awareness and education surrounding bicycle safety and healthy lifestyles.

In 2016, FCA supported Partners for Active Living (PAL), the official beneficiary of proceeds from the 41st Annual Assaults. PAL's Hub Cycle program increases the availability of and access to bicycles as a primary means of transportation to individuals in need.

Thanks to ride sponsors and participants, FCA gave more than $8,000 in 2016 alone to organizations in and around the Upstate of South Carolina and Western North Carolina (the region in which The Assaults takes place), including FRIENDS of the Blue Ridge Parkway, Palmetto Cycling Coalition, the Spartanburg Humane Society, Episcopal Church of the Advent Outreach Commission, South Carolina School for the Deaf and Blind and the Spartanburg City Baptist Network.

Past grant recipients of The Assaults ride include Finish-Strong cycling team, the Challenge to Conquer Cancer, the Mid-Atlantic Chapter of Multiple Sclerosis, Mt. Mitchell State Park, and the Blue Ridge Parkway, among others.

"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 +/- professional and amateur cyclists participate in The Assaults each year. Thirty percent generally live within a 100-mile radius of Spartanburg, South Carolina. Seventy percent of the participants come from outside this radius and support the local economy through hotel, restaurant and retail patronage during their stay. The 2016 ride included cyclists from 32 different states and five different countries.

Marketing and promotion

The Assaults' 42nd Annual ride will be supported and promoted by the following marketing and promotional plans:

- A robust, mobile optimized website with an average of 213 daily visits and more than 62,000 total visits since it launched in October 2015
- Email marketing campaigns to past and present participants of The Assaults, including more than 20 e-mail campaigns sent to more than 2,000 recipients
- Integrated marketing to primary feeder cycling clubs across the United States
- Social media campaigns on Facebook and Instagram, with posts that reach and engage up to 11,000 people during peak posting periods
- Press releases distributed locally, regionally and nationally, as well as editorial exposure through public/media relations
- Nearly $20,000 worth of advertising through local newspapers
- Cross promotion with over 300 cycling clubs, retailers and event partners in the Southeast by using flyers, social media and e-mail blasts

THEASSAULTS.COM *Launched October 2015*

TOTAL VISITS	MAY 2016 VISITS	AVG DAILY VISITS
62,878	17,254	213

2016 RIDE SPONSORS:

Advance America
Allegra
Asheville Citizen-Times
Bearden-Josey Center for Breast Health
City of Spartanburg
Coca Cola
Courtyard Marriott
Denny's
eMedia
Freewheelers of Spartanburg
Greenville Health System
J.M. Smith & Co.
Limestone College
Marriott Hotel
Mission Health
Partners for Active Living (PAL)
Penske
REI
RIZE
Sherman College of Chiropractic
Spartanburg Convention & Visitors Bureau
Spartanburg Herald-Journal
SunTrust
Young Transportation

With Special Thanks To:

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

2016 EARNED MEDIA COVERAGE FOR THE ASSAULTS

94.5 The Answer
Asheville Citizen-Times (Asheville, NC)
Bike World News
Blue Ridge Bucket
Blue Ridge Outdoor Magazine
Daily Baird
eGreenville
Endurance Magazine
Fox Sports
GoUpstate.com
GranFondo.com
The Greenville Journal (Greenville, SC)
The Greenville News (Greenville, SC)
GSA Business (Greenville, SC)
Hendersonville Times-News (Hendersonville, NC)
McDowell News
Polk County News Journal
The News & Observer (Raleigh, NC)
The News-Herald (Roanoke, VA)
Spartanburg Herald-Journal (Spartanburg, SC)
Speedway Media
The State (Columbia, SC)
TALK Greenville Magazine
Tryon Daily Bulletin (Tryon, NC)
USA Today
WYFF News 4 (NBC affiliate)
WSPA Channel 7 (CBS affiliate)
WLOS Channel 13 (ABC affiliate)
WHNS Fox Carolina
Yahoo! Sports

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 nonprofit organizations we support. **All sponsorships are cash-based unless otherwise noted.** The Freewheelers Cycling Association is a Spartanburg, South Carolina-based 501(c)(3) nonprofit. Contributions to nonprofit 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.

42ND ANNUAL PRESENTING SPONSOR — $7,500

One (1) available

- Incorporation of sponsor's name into the official 2017 ride logo treatment
- Prominent display of company logo on each cyclist's bib
- Sponsor's logo on the official 2017 Assaults jersey, purchased by participating cyclists
- Logo inclusion on any/all official event marketing and promotional materials or references
- Sponsor's headquarters to serve as starting point for one or more official training rides for the 2017 Assaults*
- 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
- A signed and framed official 2017 ride jersey
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Prominent display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- 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 43rd Annual Assaults in 2018
- Sponsor's logo on the official 2017 Assaults commemorative t-shirt, given to each participating cyclist
- Dedicated press release announcing sponsor company's support of the ride
- Sponsor's logo on all advertising associated with the 42nd Annual Assault

** if located in Upstate South Carolina or Western North Carolina*

***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, 2017.*

REST STOPS SPONSOR — $5,000

One (1) available

- A prominent, branded flag with sponsor's logo at all nine (9) rest stops along the official course
- Sponsor's name recognition in all instances where Rest Stops are mentioned in all official marketing and promotion of The Assaults
- Dedicated press release announcing sponsor company's support of the ride
- Sponsor company's logo on the official 2017 Assaults jersey, purchased by participating cyclists
- Sponsor company's logo on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Prominent display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Three (3) complimentary registrants to participate in The Assaults*
- Nine (9) complimentary tickets to the official Post-Ride BBQ
- Eight (8) dedicated social media posts on The Assaults' official social media channels
- A sponsor-contributed content series to be published on The Assaults' blog
- Sponsor's logo on select advertising associated with the 42nd Annual Assaults

**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, 2017.*

"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

- Prominent brand exposure at the Summit of Mt. Mitchell State Park and general area surrounding the finish line, to include a dedicated space for a tent/table to distribute branded products and ride-approved promotional items*
- Sponsor's name recognition in all instances where the Summit/Finish Line is mentioned in all official marketing and promotion of The Assaults
- Sponsor company's logo on the official 2017 Assaults jersey, purchased by participating cyclists
- Sponsor company's logo on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Prominent display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Two (2) complimentary registrants to participate in The Assaults**
- Six (6) complimentary tickets to the official Post-Ride BBQ
- Five (5) dedicated social media posts on The Assaults' official social media channels
- Sponsor's logo on select advertising associated with the 42nd Annual Assaults

**Within guidelines required by Mt. Mitchell State Park.*
***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, 2017.*

CYCLIST TRANSPORT SPONSOR — $1,500

One (1) available

- Sponsor logo placement on the vehicles used for VIP Transport of the cyclists, once they have finished the ride (from the Summit of Mt. Mitchell State Park to the Marion Finish Line and/or downtown Spartanburg)
- Sponsor's name recognition in all instances where the VIP Transportation information is mentioned in all official marketing and promotion of The Assaults
- Sponsor company's logo on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Three (3) complimentary tickets to the official Post-Ride BBQ
- Two (2) dedicated social media posts on The Assaults' official social media channels
- Sponsor's logo on select advertising associated with the 42nd Annual Assaults

CYCLIST CARE + SUPPORT SPONSOR — $1,500

One (1) available

- Sponsor logo placement on the SAG vehicles used during the ride
- Sponsor's name recognition in all instances where the SAG service is mentioned in all official marketing and promotion of The Assaults
- Sponsor company's logo on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Three (3) complimentary tickets to the official Post-Ride BBQ
- Two (2) dedicated social media posts on The Assaults' official social media channels
- Sponsor's logo on select advertising associated with the 42nd Annual Assaults

PACKET PICK-UP, REGISTRATION & EXPO SPONSOR — $1,500

One (1) available

- Sponsor logo placement on dedicated signage in/around the Spartanburg Memorial Auditorium at the official Packet Pick-up, Registration & Expo for the 42nd Annual Assaults
- Sponsor's name recognition in all instances where the Packet Pick-up, Registration & Expo is mentioned in all official marketing and promotion of The Assaults
- Sponsor company's logo on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Two (2) complimentary tickets to the official Post-Ride BBQ
- Two (2) dedicated social media posts on The Assaults' official social media channels
- Sponsor's logo on select advertising associated with the 42nd Annual Assaults

"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."

New for 2017!

HOMETOWN HERO — $1,000

- Sponsor's name listed on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration
- Display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- Two (2) complimentary tickets to the official Post-Ride BBQ
- One (1) dedicated social media posts on The Assaults' official social media channels
- Sponsor's name on select advertising associated with the 42nd Annual Assaults

New for 2017!

COMMUNITY ADVOCATE — $500

- Sponsor's name listed on the official 2017 Assaults commemorative t-shirt, given to each registrant
- Display space at the 42nd Annual Assaults Packet Pick-up, Registration + Expo on Sunday, May 14, 2017
- One (1) dedicated social media posts on The Assaults' official social media channels
- Sponsor's name on select advertising associated with the 42nd Annual Assaults

2017 RIDE CRITICAL NEEDS - GIFTS IN KIND

In lieu of a cash sponsorship, if your company or organization is willing to fund the purchase or donate the following items to The Assaults, we will, in turn, recognize you as a sponsor either on those items (via logo/ name placement) or on select marketing in association with those items. Thank you!

- Print production sponsor (large scale items – e.g., banners, signage)
- Coolers
- Water bottles (qty: 1,000 +/-)
- Registration bags (qty: 1,000 +/-)
- Finisher gift (qty: 750 +/-)
- Pop-up Tents (10x10)
- T-shirts
- SAG / Technicians
- Food and beverage products (rest stop food, rider meals, volunteer meals)

SPONSORSHIP

AT-A-GLANCE

Sponsorship benefit	PRESENTING	REST STOPS	SUMMIT	CYCLIST TRANSPORT	CYCLIST CARE + SUPPORT	PACKET PICK-UP REGISTRATION + EXPO	HOMETOWN HERO	COMMUNITY ADVOCATE
No. of sponsorships available	1	1	1	1	1	1	unlimited	unlimited
Level of support	$7,500	$5,000	$2,500	$1,500	$1,500	$1,500	$1,000	$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	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	Name	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	X
Banners at official events (2)	X	X	X			X		
Eblast name recognition				X		X		
Complimentary registrants (3)	5	3	3					
Tickets to Post-Ride BBQ	10	9	6	3	3	2	2	
Banner ad on Assaults website	X	X	X	X	X	X		
Dedicated social media posts	10+	8+	6+	3+	3+	3+	1	1
First right of refusal for 2018	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.

"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):

❑ PRESENTING SPONSOR | $7,500
❑ REST STOPS | $5,000
❑ HOMETOWN HERO | $1,000
❑ SUMMIT | $2,500
❑ CYCLIST TRANSPORT | $1,500
❑ COMMUNITY ADVOCATE | $500
❑ REGISTRATION + EXPO | $1,500
❑ CYCLIST CARE + SUPPORT | $1,500
❑ GIFTS IN-KIND | Describe: _____

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) nonprofit. Contributions to nonprofit 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 1, 2017. 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.theassaults.com