



Sponsor Levels and Naming Rights

Champion Sponsorship	1 Exclusive Opportunity
Primary "Presented By"	\$100,000
Naming Sponsor	
Endurance Sponsorship	
Key Corporate Film Sponsor	\$50,000
Peloton Sponsorship	
Gear Sponsor	\$25,000
Leadership Sponsorship	\$10,000
Team Sponsorship	
Rest Stop Sponsor	\$5,000 - \$9,999
Friend	\$1-\$4,999

There are many ways you can partner with The Peloton Project, not all of which are listed here. **For more information about sponsorships, please contact: Laura Davis, Rinck Advertising, 207-755-9470**

Amenities	Friend \$1,000 - \$4,999	Team \$5,000 - \$9,999	Leadership \$10,000	Peloton \$25,000	Endurance \$50,000	Champion \$100,000
MARKETING & PROMOTION						
Naming sponsor film credit						●
Logo inclusion on promotion material					●	●
A 3-minute video produced by Trade-mark R Productions for you or the organization of your choice; placement on web site					●	●
Individual thank you in credits					●	●
Prominent branding on website thepelotonproject.com & social media platforms					●	●
Tweet(s) from official Patrick Dempsey Twitter account				●	●	●
Banner on film website				●	●	●
Tickets to film premiere			●	●	●	●
Tickets to Peloton event in Lewiston, Maine			●	●	●	●
Peloton Project cycling jersey		●	●	●	●	●
Special thanks in credits		●	●	●	●	●
Logo and hotlink on website		●	●	●	●	●
EXCLUSIVE TICKETS, ACCESS & GEAR						
Tickets to Champions for Hope Celebration						●
Tickets to sponsor dinner				●	●	●
Gratis event registration(s)				●	●	●
Challenge jersey signed by Patrick Dempsey			●	●	●	●
Ticket(s) to Hospitality Tent: 5 & 10K Café (Saturday) and/or Lobster Trap (Sunday)	●	●	●	●	●	●



We incorporate in-kind donations and promotion in consideration of sponsorship proposals, at all levels. Quantities of amenities such as tickets, signs, PA tags, etc. are given based on commitment level. Agreements will be customized as decided by project team and sponsor.