



Pushing for a better future

**Contact Us & Learn More**

[www.bikeatoga.org](http://www.bikeatoga.org)

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Bikeatoga Film Festival Co-Direc-

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Thank you for entertaining a sponsorship with **Bikeatoga** for this fundraising effort. We hope you'll seriously consider joining us for the first ever **Ciclismo Classico Bicycle Travel Film Festival** being held in the greater Saratoga/Capital Region.

**The Festival's** mission is to celebrate all kinds of bicycle travel and to inspire our audiences to hop on a bike and just go! Whether you ride across the globe or on your local bike path, there's nothing that recharges and expands horizons like bicycle travel. The Festival will increase awareness and appreciation for bicycle travel by showcasing independent films that depict the adventure, humor, and personal growth that happens on two-wheeled journeys. This Bike Travel Film Festival is the **ONLY** one in the USA that focuses specifically on bike travel.

**Bikeatoga** is Saratoga Springs' leading bicycle advocacy and bike education organization. We've promoted bike to work, bike to school and many educational bike safety and bike repair initiatives. Bikeatoga is dedicated to making cycling more accessible to everyone, from our annual Bike to Work Breakfast in May to our biannual Kids Bike Giveaway and everything in between.

Just in the past eighteen months, 295 bicycles have been refurbished and adopted by community members through our Earn-a-Bike program. This program is made possible from donations of bicycles and parts as well as 1,500 volunteer hours by local bike mechanics who gave community members one-on-one attention for bike repair. By educating the public on bicycle maintenance, we in turn bring new life to bicycles which would have ended up in our landfill or recycling centers. In addition, Bikeatoga ensures many in our community receive safety items such as helmets and reflective gear helping to improve safety while cycling through our community. We also donated a bike repair station for public use located at the Saratoga Springs Public Library Henry Street location.

Your sponsorship or contribution will allow Bikeatoga to continue this work and to grow our organization, so we can ensure members of our community have bicycles for transportation, work, health, and even recreational use, as we continue to invigorate and promote the bicycle culture in Saratoga Springs.

Attached are options for you to consider. You can choose whichever level you'd like. Alternately, we would be happy to discuss other contributions that could equal the sponsorship levels. For example, an in-kind donation, i.e. tune-ups, bicycle products or clothing to be used for our raffle giveaways during intermission, or sponsorship for the Happy Hour reception before the film.

If you decide to join with us for this event, you can see the benefit in your sponsorship below. In addition, by joining forces with like-minded people you can help grow our Saratoga Biking Community. Either way, we hope you'll join us for the fun on **Saturday September 28, 2019 at 7:00pm at Gannett Auditorium** on the beautiful Skidmore Campus.

Sincerely yours,

Janette Kaddo Marino & Jennifer Natyzak

Bikeatoga Film Festival Co-Directors

**FOR SPONSORSHIP PLEASE SEE THE FOLLOWING LEVELS AND BENEFITS**

**\$1,000 Titanium Sponsor**

- Your company logo (large) featured on event info at [www.ciclismoclassico.com](http://www.ciclismoclassico.com) and [www.adventurecycling.org](http://www.adventurecycling.org) and [www.bikeatoga.org](http://www.bikeatoga.org)
- Your company logo (large) on “Sponsor Thank You Board” at our event.
- Public acknowledgement at event
- Your company featured (with link) 3 times on Ciclismo Classico Facebook page (over 33,000 “likes”). At least one Facebook post will be boosted, reaching far beyond our network.
- Your company featured (with link) on Ciclismo Classico e-newsletter to 30,000+ recipients
- Your company featured as “**Titanium Sponsor**” in full media coverage
- 6 tickets to the Festival and Happy Hour – you can mix and match (can be a social media giveaway or used by staff)
- Company may have their name attached to Audience Award for “most favorite film”

**\$500.00 Silver Sponsor**

- Your company logo (medium) on event info at [www.ciclismoclassico.com](http://www.ciclismoclassico.com) and [www.bikeatoga.org](http://www.bikeatoga.org)
- Your company logo (medium) on “Sponsor Thank You Board” at our event
- Your company mentioned (with link) 2 times on Ciclismo Classico Facebook page (over 33,000 “likes”). At least one Facebook post will be boosted, reaching far beyond our network.
- Your company mentioned (with link) on Ciclismo Classico e-newsletter to 30,000+ recipients
- Your company featured as “**Silver Sponsor**” in full media coverage
- 4 tickets to the Festival and Happy Hour– you can mix and match (can be a social media giveaway or used by staff)

**\$250.00 Steel Sponsor**

- Your company name listed on event info at [www.ciclismoclassico.com](http://www.ciclismoclassico.com) or [www.bikeatoga.org](http://www.bikeatoga.org)
- Your company name on “Sponsor Thank You Board” at our event
- Your company mentioned (with link) 1 time on Ciclismo Classico Facebook page (over 33,000 “likes”)
- Your company mentioned on Ciclismo Classico e-newsletter to 30,000+ recipients
- Your company featured as “**Steel Sponsor**” sponsor in full media coverage
- 2 tickets to the Festival and Happy Hour (can be a social media giveaway or used by staff)