

## **Sponsor packages for supporting Team Bean**

### **Platinum sponsors: \$5,000+**

Business logo on rider and crew outfits (exposed on chest or back)

Business logo on vehicles (on RV and lead car)

Regular media exposure\* on social media platforms and Team Bean RAAM-website

Photo with business logo at every time station (55 time stations# in total)

Exclusive corporate ride (free for discussion)

### **Gold sponsors: \$2,000+**

Business logo on rider and crew outfits (exposed on lower back or shoulder or sides)

Business logo on vehicles (on RV and lead car)

Regular media exposure\* on social media platforms and Team Bean RAAM-website

### **Silver sponsors: \$500+**

Regular media exposure\* on social media platforms and Team Bean RAAM-website

Team Bean RAAM t-shirt

### **Important note:**

Individual donations are tax-deductible, if made through the ASF site:

<https://asf.org.au/donate/cycling-development-foundation/race-across-america/>.

Business donors may claim their contributions as a business expense, owing to receiving advertising and promotional benefits in return for their contributions.

\*Regular media exposure entails at least fortnightly posts by RAAM-Team Bean members in the months and weeks leading up to the race in June 2019; using social media platforms such as Instagram, Facebook and Twitter, which targets thousands of people nationally and internationally. In addition, sponsors will be named and referred to in blog articles published on the CDF-website. We further endeavour to promote this race and associated sponsors in the print media.

In addition, Media and Web Coverage are organised by RAAM organisers immediately before and during the race. “Television, radio, newspaper and other media will cover the races with the news angle that best suits their respective audiences. The markets surrounding the start, finish and time stations along the route will receive updates during the months and weeks before the race arrives. [...] In 2017, the race website received over 25 million page views during the two-week period of the race! RAAM organisers will greatly enhance the coverage of the race, in real time, by deploying reporters, photographers and videographers along the route, and feed current race information (written reports, photos and video clips) to the website on an hourly basis during the entire race.”  
([www.raceacrossamerica.org](http://www.raceacrossamerica.org))([www.raammedia.com](http://www.raammedia.com))

#The 55 time stations are part of the actual RAAM-race and will be located across 12 states. “Time stations are designated points along the Race Route where participants must contact HQ and notify them of their arrival. Time Stations are spaced approximately 50-100 miles apart.” At each time station, we will take a picture or a video blog with the rider and/or Team Bean crew members, whilst displaying the business logo. Time stations will be located in the following locations:

<b>California</b>		<b>Colorado cont'd</b>		<b>Indiana</b>	
Start	Oceandrive	19	La Veta	38	Sullivan
1	Borrego Springs	20	Trinidad	39	Bloomington
2	Brawley	21	Kim	40	Greensburg
3	Blythe	22	Walsh	<b>Ohio</b>	
<b>Arizona</b>		<b>Kansas</b>		41	Oxford
4	Parker	23	Ulysses	42	Blanchester
5	Salome	24	Montezuma	43	Chillicothe
6	Congress	25	Greensburg	44	Athens
7	Prescott	26	Pratt	<b>West Virginia</b>	
8	Camp Verde	27	Maize	45	West Union
9	Flagstaff	28	El Dorado	46	Grafton
10	Tuba City	29	Yates Center	<b>Maryland (1)</b>	
11	Kayenta	30	Ft Scott	47	McHenry
<b>Utah</b>		<b>Missouri</b>		48	Cumberland
12	Mexican Hat	31	Weaubleau	49	Hancock
13	Montezuma Creek	32	Camdenton	<b>Pennsylvania</b>	
<b>Colorado</b>		33	Jefferson City	50	Rouzerville
14	Cortez	34	Washington	51	Hanover
15	Durango	35	Mississippi River	<b>Maryland (2)</b>	
16	Pagosa Springs	<b>Illinois</b>		52	Mt Airy
17	South Fork	36	Greenville	53	Odenton
18	Alamosa	37	Effingham	54	Annapolis
				55	Finish