



2023

**Columbia Century Challenge
Sponsorship Packet**

**Presented by
Cycle Columbia County
&**



NW Natural®

Hello Prospective Partner!

Thank you for considering a sponsorship with the Columbia Century Challenge & Cycle Columbia County, an event that strives to showcase a hidden gem we call Columbia County.

Since 2016, the Columbia Century Challenge has brought cycle enthusiasts to our little corner of Oregon with the promise of gorgeous scenic areas, quaint towns, and challenging roads.

A unique feature of our ride is the start/finish location. Each year we move to a different town or city, allowing participants to experience all that Columbia County offers while bringing tourism dollars to local businesses.

Our goals are to put rural Columbia County on the map as a prime recreational bicycling destination and encourage participants to visit & experience more! Through our parent non-profit, Cycle Columbia County, we are reinvesting funds from the challenge back into our communities with additional cycling opportunities, bike repair stations, bike racks, future trail improvements, signage, safety education, and more.

As a sponsor, you will have an opportunity to show community support and the support of a popular activity in the state of Oregon.

In addition to the Columbia Century Challenge, other events that pass through our county are Seattle to Portland (cycling) and Hood to Coast.

2023 Columbia Century Challenge

Date: June 10, 2023

Site: Scappoose, OR

Event Fact:
Since 2016
over 900
cyclists have
participated in
the ride



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Event Information

Event

Demographics

Since 2016:

- 630 riders from Oregon
- 231 riders from Washington
- 18 riders from other states
- 150+ returning riders since 2017

Voted top 5 Rides
by
ORBike readers
2016 & 2018



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- Ride will be held on June 10, 2023, in Scappoose, OR
- Start and Finish tentatively at Heritage Park
- 2 options: Century (+) 100 miles or Metric(+) 60 miles
- Rest stops will be available along the way, providing restrooms, food & snacks, and beverages to participants.
- Entry fees will be \$25 until January 1, \$35 until March 1, \$45 until May 1, \$55 until June 9, and \$65 on June 10.
- Packet Pick up allows you an opportunity to include a promotional item of your choice.
- Riders will be from Portland and the surrounding states.
- Participants are avid cyclists either familiar with the area or looking for new routes.
- Participants' age range is 20 - 65, with a median age of 50.



- Our 2023 goal is to have 300 participants

Sponsorship Levels

DEADLINE: February 1, 2023

As a sponsor and partner, not only will you receive significant exposure to cyclists, you are helping to showcase the beauty of NW Oregon and help put Columbia County squarely on the cycling tourism map.

Partial proceeds from the ride will be invested back into Columbia County communities to strengthen bike friendliness, cycling safety, bike path access, cycling health, and wellness, with the goal of reaping the well-documented economic benefits of tourism.

Your support will help ensure the event continues to rank at the top of long-term, successful, and growing Oregon cycling rides.

We would love to include you as a sponsor, as well as a community and business partner who are excited about this event and are committed to helping make it a long-term success!

Please review the available sponsorship levels, and should you have any questions contact our Sponsorship Coordinator Leticia Juarez Sisson at 559-307-5376. Also, please visit www.cyclecolumbiacounty.com for additional ride information. The deadline to submit all information is February 1st 2023.

Thank you for your support!



Bike repair station located in Clatskanie Park, Clatskanie, OR. Installed in 2019.



Bike rack project joint effort with Cycle Columbia County, Friends of Dalton park, and City of St Helens. Grant funding by Columbia County Cultural Coalition. Artist Jeremy Furnish.

Event Fact:
The highest elevation a rider will reach is 1330 feet above sea level.



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Sponsorship Levels

PRESENTING SPONSOR (only 2 available):

- inclusion of sponsor name in event title (“Columbia Century Challenge presented by X”)
- top placement of logo on T-shirt
- top-level logo placement on home and sponsor page on our website
- frequent customized “sponsor call-out” on all social media
- top-level logo placement on print materials distributed in various communities promoting the ride.
- top-level logo placement on core posters placed at the start/finish and all rest stop locations.
- logo placement on all communications (email, press releases, on event registration site)
- cost: \$4,000 or more



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GOLD LEVEL SPONSORS:

- premium logo placement on sponsorship page of our website
- premium logo placement on T-shirt
- 30 customized “sponsor call-outs” on social media
- premium logo placement on print materials distributed in various communities promoting the ride.
- premium logo placement on core posters placed at the start/finish and all rest stop locations.
- logo placement on all communications (emails and on event registration site)
- cost: \$2,000 (cash, services, product)

SILVER LEVEL SPONSORS:

- logo placement on sponsorship page of our website
- logo on T-shirt
- 15 customized “sponsor call-outs” on social media
- logo placement on print materials distributed in various communities promoting the ride
- logo placement on core posters placed at the start/finish and all rest stop locations.
- logo placement on registration site
- cost: \$800 (cash, services, product)

Sponsorship Levels

BRONZE LEVEL SPONSORS:

- logo placement on sponsorship page of our website
- name on T-shirt
- 10 customized “sponsor call-outs” on social media
- logo placement on core posters placed at the start/finish and all rest stop locations.
- cost: \$400 (cash, services, product)

COMMUNITY SPONSORS:

- name on sponsorship page of our web site
- name on T-shirt
- 5 customized “community partner call-outs” on social media
- logo placement on core posters placed at the start/finish and all rest stop locations.
- cost: up to \$200 (cash, service, product)

SPONSOR an AID STATION:

Aid stations help participants take a much-needed break while cycling up and down all those hills! Some stations will provide breakfast or lunch, and all will have snacks and beverages. In addition to refueling riders, volunteers will answer any questions cyclists have regarding the event. This is an excellent opportunity to showcase your business or organization and mingle with participants.

Cost \$200

- You provide 4 to 5 volunteers to staff station. They can wear branded clothing to represent your business/organization. Our volunteer coordinator will work with you to schedule volunteer times at the aid station.
- 4 social media shoutouts
- A personal mini core poster with your logo and name indicating you are sponsoring that specific aid station. (You will also be given this poster at the end of the event as our thanks.)

Cost \$500

- We provide the staff to man the station. You can brand it with tents and table tent cards with your information.
- 4 social media shoutouts
- a personal mini core poster with your logo and name indicating you are sponsoring that specific aid station. (You will also be given this poster at the end of the event as our thanks.)



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Sponsorship Levels

Sponsor our end of ride party!

June 10th, 2023 Scappoose

We're bringing back our end-of-ride party, and you can help!

As our ride grew, so did the after-ride festivities. We started in Scappoose in 2018, working with the city and having a beer garden, music, and their local farmers market (who extended their hours just for us!) for participants and their families to experience what their community had to offer. We continued in 2018 in Clatskanie, working with Colvin's Pub and Grill to provide a relaxing and fun end-of-the-ride party with music, food, and a beer garden.

We paused the end-of-the-ride party due to the pandemic and are ready to bring it back for 2023.

Help us make this memorable by sponsoring one or more of the following:

- 1) Tables & Chairs
- 2) Entertainment - live band
- 3) Food for cyclists (we typically provide food for paid

participants while offering the option for others to purchase food on-site.

As an end-of-the-ride party sponsor, we can offer the following:

- 1) logo and social media tag via Facebook and Instagram announcing you as a sponsor.
- 2) Banner hung on site
- 3) Table signage with end-of-party sponsors
- 4) Shout-outs during event
- 5) logo on our website specifying your sponsorship to the end-of-ride party.



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Sponsorship Agreement

Business Name _____

Point of Contact _____

Phone Number _____ Email _____

Address _____

Sponsorship Level: ☐ Presenting ☐ Gold ☐ Silver ☐ Bronze
☐ Community ☐ Aid Station ☐ End of Ride Party

By signing this form, you are agreeing to the selected sponsorship level for the 2023 Columbia Century Challenge. Please refer to the sponsorship page levels for specific information as to what you will receive for your level. Please make all checks out to Cycle Columbia County and mail them to: Cycle Columbia County c/o Barlow Bikes 305 S. Columbia River Hwy, St Helens, OR 97051. Logo requirements are as follows: provide 1 colored version, and 1 white outline version (for t-shirt levels) see example below, high resolution (300 dpi), jpg or png. Email your logo to sponsors@cyclecolumbiacounty.com. A paid in full invoice will be sent to the email address you provided.

Print Name _____

Sign Name _____

Date _____

This is how the back
of the shirt will look.



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Past Sponsors & Partners

