



## Flint River Corridor Alliance Sponsorship Packages 2012 Triathlon - Boats, Bikes & Bricks

The Flint River Corridor Alliance (FRCA) is a community-based organization of government, non-profit, and private sector stakeholders organized to initiate, support, and sustain projects in the Flint River Corridor that revitalize the river as a community asset while enriching the quality of life for the area's residents, businesses, and visitors.

On Saturday, July 14, 2012, the Flint River Corridor Alliance will be hosting its Third Annual Exhibition Triathlon – **Boats, Bikes and Bricks**. This event is not a competitive race, but an exhibition event meant to highlight the various recreational opportunities that the Flint River Corridor currently has to offer. As the Corridor continues to embrace the Flint River as the heart of the community and recreational amenities in and along the river continue to be developed – this event has the possibility of expanding in order to celebrate all the wonderful recreational opportunities available in the Flint River Corridor.

Boats, Bikes & Bricks is anticipated to be held in Mott Park Golf Course in Flint, Michigan. The race will have three components: running, kayaking/canoeing and biking. Up to 250 participants will run through the Mott Park neighborhood, and climb into their canoe/kayak for a run up and down the Flint River, and will bike ride along the newly constructed portion of Flint River Trail.

The Flint River Corridor Alliance is seeking sponsors to help ensure the success of this Boats, Bikes and Bricks. Following are the sponsorship levels and the associated sponsor benefits for the Flint River Corridor Alliance. Any contributions are appreciated.

The Flint River Corridor Alliance is also seeking sponsorships to support elements for Boats, Bikes and Bricks. Direct contributions are appreciated, but in-kind support is also appreciated and could include items such as, but not limited to:

- Refreshments
- Signage
- Giveaways
- Tent rental

***To become a sponsor or for more information regarding this event, please contact Leyla Sanker, Board Coordinator for the Flint River Corridor Alliance at (810) 424-5477 or email [lsanker@umflint.edu](mailto:lsanker@umflint.edu).***

Flint River Corridor Alliance  
432 N. Saginaw St., Suite 1001  
Flint, MI 48502  
[www.fralliance.org](http://www.fralliance.org)

## **Sponsorship Levels:**

### **Platinum: \$ 500.<sup>00</sup> or above**

#### ***Platinum Level Sponsor Benefits:***

- Sponsor logo (logo print size: 3 inch) printed on the back of the 2012 Triathlon T-Shirts
- Sponsor logo displayed on the FRCA Website ([www.frcalliance.org](http://www.frcalliance.org)) and print material distributed on day of event
- Sponsor will be given option of including promotional material in the tote bags distributed to participants in the 2012 Triathlon
- Four (4) Free Triathlon Registration Vouchers

### **Gold: \$ 250.<sup>00</sup> or above**

#### ***Gold Level Sponsor Benefits:***

- Sponsor logo (logo print size: 1.5 inch) printed on the back of the 2012 Triathlon T-Shirts
- Sponsor logo displayed on the FRCA Website ([www.frcalliance.org](http://www.frcalliance.org)) and print material distributed on day of event
- Sponsor will be given option of including promotional material in the tote bags distributed to participants in the 2012 Triathlon
- Two (2) Free Triathlon Registration Vouchers

### **Silver: \$ 100.<sup>00</sup> or above**

#### ***Silver Level Sponsor Benefits:***

- Sponsor name printed on the back of the 2012 Triathlon T-Shirts
- Sponsor logo displayed on the FRCA Website ([www.frcalliance.org](http://www.frcalliance.org)) and print material distributed on day of event
- Sponsor will be given option of including promotional material in the tote bags distributed to participants in the 2012 Triathlon

### **Bronze: \$ 50.<sup>00</sup> or above**

#### ***Bronze Level Sponsor Benefits:***

- Written acknowledgement of the sponsorship contribution provided by the Sponsor on materials distributed at the 2012 Triathlon and on the FRCA Website ([www.frcalliance.org](http://www.frcalliance.org))



# Flint River Corridor Alliance Sponsorship Agreement

This agreement is made this \_\_\_\_\_Date\_\_\_\_\_ between the Flint River Corridor Alliance and \_\_\_\_\_Organization / Company Name\_\_\_\_\_ of \_\_\_\_\_Organization / Company Address\_\_\_\_\_, (hereafter referred to as the "Sponsor").

This Sponsorship Agreement will take effect from date of signing and will terminate on July 30, 2012. The Sponsor agrees to sponsor the Flint River Corridor Alliance in respect of the Flint River Corridor Alliance 2012 FRCA Triathlon "Boats, Bikes & Bricks" on Saturday, July 14, 2012 to the value of \$\_\_\_\_Sponsorship Amount\_\_\_\_\_ where applicable for this specific one day event.

Payment(s) of \$\_\_\_\_Sponsorship Amount\_\_\_\_\_ will be made on \_\_\_\_Sponsorship Date\_\_\_\_\_ in a check to be made payable to the **Flint River Corridor Alliance**.

For those sponsoring with in-kind and/or donated goods or services, please note what will be provided and the estimated value:

Donated goods/services: \_\_\_\_\_ Estimated Value: \_\_\_\_\_

This sponsorship is entered into independent of and without any condition to any existing or future considerations between the Sponsor and the Flint River Corridor Alliance.

For the recognition and acknowledgments noted, the Sponsor permits the Flint River Corridor Alliance a nonexclusive, royalty-free license to use the name and logo of the Sponsor for any promotional materials associated with the 2012 Triathlon "Boats, Bikes & Bricks".

Unless specifically stated below this agreement does not give the Sponsor any rights to use the Flint River Corridor Alliance's logo or name. In return for the sponsorship, the Sponsor will receive the following benefits to be provided by the Flint River Corridor Alliance:

- Benefits as laid out by the Flint River Corridor Alliance Sponsorship Package for the 2012 FRCA Triathlon or as agreed by mutual consent of the Flint River Corridor Alliance and the Sponsor
- Recognition of the sponsorship contribution provided by the sponsor on the FRCA Triathlon webpage as laid out in the sponsorship package

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## Signed on behalf of the Organizing Body - the Flint River Corridor Alliance

Print Name: Michael Freeman Signature: \_\_\_\_\_

Position: Board Chairperson of the Flint River Corridor Alliance Date: \_\_\_\_\_

## Signed on behalf of the Sponsor

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_