



Taos Mountain Bike Association

Create, Protect, Enhance

TaosMTB.org | TaosMTB@gmail.com

PO Box 208, Arroyo Seco, NM 87514

Taos Guac-Amole Challenge

Sponsorship Opportunities

What: One-day cross-country mountain bike race.

When: June 18, 2022.

Where: Amole Canyon (south of Taos on NM 518).

More Information: www.taosmtb.org/race

Target Audience: Mountain bikers, particularly beginner and intermediate, with special emphasis on engaging youth mountain bikers new to the sport and racing.

Anticipated Participation: 200 people: 120 riders, 80 spectators and family.

Geographical Reach: New Mexico, West Texas, Colorado. Already have strong registrations from Albuquerque to Boulder, CO.

Purpose:

- Increase community awareness of and participation in the sport of mountain biking and mountain bike racing.
- Provide youth riders with more opportunities to experience racing in a supportive environment.
- Raise money for the Taos Mountain Bike Association to support our mission to create, enhance and protect mountain biking opportunities in northern New Mexico.

Ask:

We are accepting monetary donations to support the success of the event and further the mission of the Taos Mountain Bike Association. Your support will assist us with the the following:

- Permitting fees.
- Operational expenses (timing, facilities rentals, etc.).
- Awards for top finishers.
- Event memorabilia/SWAG including branded T-Shirts.
- Furthering the mission of TMBA.

ROI:

In return for your generous support, we can offer any or all of the following depending on the amount:

Presenting (\$2000+)	Tier 2 (\$500+)	Tier 1 (\$250+)
<ul style="list-style-type: none"> • All tier 2 benefits. • "Presented by" on logo, and title on all materials. • Exclusive to 1 company. 	<ul style="list-style-type: none"> • All tier 1 benefits. • Banner on display in start/finish area. • Logo printed on T-shirts. • Logo on printed material. • Promote sponsorship over PA system. 	<ul style="list-style-type: none"> • Logo on website. • Product samples in swag bag. • Logo included on the list of sponsors handed out in SWAG bag.

Lower levels of sponsorship are greatly appreciated as well and will be recognized with your logo on our race website.