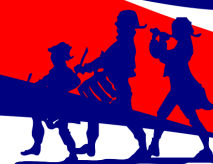




2017 Heart of Virginia Century

Saturday
September 16, 2017
Hanover County Courthouse, Virginia

Cycle along the paths of Patrick Henry and the Washington-Rochambeau Revolutionary Route. You will enjoy Central Virginia's Historic Terrain and Rolling Countryside.



EVENT INFO:

The Heart of Virginia Century is a day of cycling through the beautiful, gently rolling historic terrain of Hanover and Caroline Counties in central Virginia and features four routes ranging from a family friendly 10 miles to a challenging 100 mile English Century.

START/FINISH:

Hanover County Complex, 13182 Hanover Courthouse Rd. Hanover, VA 23069

BENEFITTING:

Proceeds from the event will benefit the RABA "Bikes for Kids" program. "Bikes for Kids" purchases and assembles bicycles for area children that are distributed through the Christmas Mothers. Last year we were able to donate over 500 bicycles and 600 helmets. Donations were also made to the Brain Injury Association of Virginia.

ATTENDANCE:

Approximately 500 riders with an average age of 48 and household income above \$75,000 annually. Riders come from throughout the Greater Richmond area (80%) and from the surrounding areas (20%).

ABOUT RABA:

The Richmond Area Bicycling Association (RABA), and its RABA Foundation charitable arm (a 501c3 organization), has been offering cyclists of all levels and abilities many avenues from which to enjoy cycling since 1967. Members participate in regularly scheduled weekly and monthly rides held on both weekdays and weekends, Adopt-A-Highway program and RABA's own charitable Bikes for Kids program that provides bicycles for local children. For more information about RABA, visit www.raba.org.





2017 Heart of Virginia Century

Saturday
September 16, 2017

Hanover County Courthouse, Virginia

Cycle along the paths of Patrick Henry and the Washington-Rochambeau Revolutionary Route. You will enjoy Central Virginia's Historic Terrain and Rolling Countryside.



Marketing and Sponsorship Opportunities

- _____ **\$2,500 PLATINUM** - Includes #1-7 below and 12 complimentary rider registrations.
- _____ **\$1,000 GOLD** - Includes #1-7 below and 8 complimentary rider registrations.
- _____ **\$500 SILVER** - Includes #3-7 below and 4 complimentary rider registrations.
- _____ **\$250 BRONZE** - Includes #6-7 below and 2 complimentary rider registrations.

Sponsorship Benefits

1. **Product/Company Description** (up to 250 words) on event web site.
2. **Signage** at ride start/finish.
3. **Plaque presentation** (Platinum through Silver levels) during lunch with opportunity to address the riders.
4. **Signage** at packet pick-up.
5. **Space** for displaying or sampling during event at start/finish area.
6. **Logo** featured on **event website** with link to your home page.
7. **Logo** featured for 6 months in **The Pedaler**, RABA's monthly e-newsletter sent to 900+.

Corporate Sponsorship Agreement Form

Corporate Sponsor's Name: _____

Contact Person _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone# _____ Fax# _____ E-Mail _____

I certify that I am authorized to act on behalf of _____

I agree to sponsor the Richmond Area Bicycling Association's Heart of Virginia Century 2017 at the level I indicated above. I understand that a check made payable to RABA for the amount of sponsorship indicated above is due by August 1, 2017. Please use a copy of this Agreement Form as your invoice. Please mail to: RABA Treasurer, P.O. Box 6565, Ashland, VA 23005.

Authorized Signature _____ Date _____

NOTE: If you are a new sponsor or if your logo has changed since last year, please email your color and black & white corporate logos (.eps/.pdf or .tif formats only; must be vector or high resolution) to richhalle@verizon.net when completing this form.