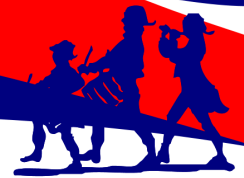




2025 Heart of Virginia Bike Festival

Saturday
September 20, 2025
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.



ABOUT THE EVENT

The Richmond Area Bicycle Association (RABA) holds its annual Heart of Virginia Bike Festival (HoVA) cycling event at the Hanover County Complex in September. This is a one day organized event that traverses through Hanover, King William, King and Queen and Caroline Counties in central Virginia. The event features 5 rest stops and SAG support for a Family Friendly ride (11 Miles), a Half Metric Century (34 Miles), a Metric Century (65.5 Miles), and a rolling English Century (101 Miles). HoVA attracts over 400 riders annually, with an average age of 48 and an average household income above \$75,000. Richmond metro area cyclists comprise 80% of the participants, while 20% come from outside the region.

HoVA BENEFITS

Proceeds from the event benefit the Brain Injury Association of Virginia and RABA Foundation's Bikes for Kids program and other charitable activities.

For 35 years, the Brain Injury Association of Virginia (www.biav.net) has been exclusively devoted to serving Virginians with brain injury, their families, and those that care for and about them. Their mission is to advance education, awareness, support, treatment, and research to improve the quality of life for all Virginians affected by brain injury.

Begun in Christmas of 1999, the RABA Foundation's Bikes for Kids program raises money every year to purchase bicycles and helmets to donate to several Central Virginia Christmas Mother programs to allow parents in need to choose a bike for their children. Since inception, the program has donated over 2500 children's bicycles. You remember how much fun it was to find a bike next to the Christmas tree? Help us make that dream come true for kids in need.

ABOUT RABA

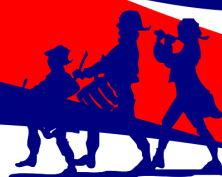
RABA is a club of bicycling enthusiasts with over 900 members. Throughout the calendar year our members have an opportunity to participate in a variety of daily bike rides, bicycling related programs, social events and community projects. The goal of the club is to promote bicycling as a healthy lifestyle in the Richmond metropolitan region and encourage safe cycling practices. In addition, RABA encourages and supports the development of bicycle routes and enhancements to roadway conditions to better accommodate bicyclists, and provides educational opportunities to our members and the public on the value of bicycling and the rights and responsibilities of cyclists and motorists when sharing the road.



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Sponsorship Opportunities and Benefits

Benefit:	Platinum- \$3000	Gold- \$1500	Silver \$1000	Bronze- \$500	Copper- \$300
Logo with link and Company Description (up to 75 words) on HoVA website	●	●	●	●	●
Logo featured through the following March issue of the RABA e-newsletter- The Pedaler - distributed to over 900 members	●	●	●	●	●
Inclusion on a sponsor recognition sign located at packet pick up and start/finish areas and any event t-shirts	●	●	●	●	●
Logo with link featured on RA-BA.ORG's Bike for Kids web pages	●	●	●		
Space for displaying during the event at the start/finish area	●	●	●		
Option for sponsor provided insert for HoVA ride packet	●	●	●	●	
Rest stops displaying sponsor's logos and signage	2	1			
Number of 1 year memberships in RABA for people of the sponsor's choice (must be notified by December 1, 2025).	4	2	1		
Complimentary HoVA registrations	10	8	6	3	1

Sponsorship Agreement Form

Company Name: _____

Contact Person _____ Title _____

Street Address _____

City _____ State _____ Zip _____

Phone# _____ E-Mail _____

I certify that I _____ am authorized to act on behalf of the Sponsor named above and I agree to sponsor the Richmond Area Bicycle Association's 2025 Heart of Virginia Bike Festival at the _____ level. I also understand that a check or money order based on the level of sponsorship, made payable to RABA, is due by **August 15, 2025***, and will be mailed to the attention of the **RABA Treasurer, P.O. Box 6565, Ashland, VA 23005**. Credit card payments can be made [here](#).

Authorized Signature _____ Date _____

Printed Name _____

* Prompt payment to help ensure appearance of logos, etc. on maximum amount of promotional materials.

Note: This form will serve as your invoice.

Rev. Date: Jan. 23, 2025