



2019 H2H Sponsorship Packet

Highway 2 Hale Bike Ride | June 15, 2019 | Moundville Archaeological Park
highway2hale.com | Facebook @highway2hale | Twitter @Hwy_2_Hale | Instagram @hwy2hale

ABOUT

Highway 2 Hale is an annual century bicycle ride across Hale County, Alabama that began in 2015. The ride is an initiative of the American Advertising Federation of Tuscaloosa (AAFT), a professional advertising organization that encourages career development and community involvement. Proceeds from the H2H ride fund three specific scholarships for advertising majors at The University of Alabama. AAFT is excited to add the Boys and Girls Clubs of West Alabama as a new beneficiary of the 2019 ride.

EVENT OVERVIEW

The H2H event consists of four distances: a 25-mile, 28-mile, 69-mile, and 100-mile ride. The ride begins and ends at Moundville Archaeological Park in Moundville, Alabama. Participants receive access the park's amenities, including the museum. Each registrant receives a post-ride meal, t-shirt, and other swag items. We anticipate 250 to 300 cyclists to participate in this year's H2H event.

PARTICIPATION

H2H is a growing event that has averaged 75-100 riders over the past 3 years. Since we have joined the ABCS, we expect to see 150-200 riders this year and continued growth over the next few years. Potentially 2/3 of the participants will be out-of-town guest taking advantage of Tuscaloosa hotels, restaurants, and attractions.

COMMUNICATION & PUBLICITY

Highway to Hale has its own social media platforms, including a Facebook page and group, Twitter, and Instagram. This is used to promote the ride itself, registration, and sponsors. The ride is also promoted via radio, tv, and outdoor as the committee sees fit.

SPONSORSHIP LEVEL SUMMARY

- Tour 2 Hale Presenting | \$5000
- Grand Prix | \$2500
- Peloton | \$1500
- Hydration Rest Stop | \$500
- Freewheel | \$250
- In-kind | various

AAFT is a 501c6 organization. Consult a tax professional for additional information. All sponsors are invoiced via email containing an online payment link. Please remit checks to: **AAF Tuscaloosa | 1130 University Blvd Ste. B9 #578 | Tuscaloosa, AL 3401**

Angie Hughes, Ride Director | fundraising@aafttucaloosa.com | 205-242-3708
Jenni Miesse, Sponsorship Coordinator | jenni@tuscaloosaradio.com | 205.657.1813

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Dear Sponsor:

**AAFT Board
of Directors**

Michael Nix, President
Mark Barry
Linda Bonnin
Tabitha Bostick
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Kellie Hensley
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Wayne Myers
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Tracy Sims
Deidre Stalnaker
Jay Waters
Tasha Washington

On behalf of the American Advertising Federation of Tuscaloosa, I would like to request your support for our Fifth Annual Highway 2 Hale Century Bike Ride. The ride allows AAFT to provide scholarships for college students entering the field of communications.

A portion of H2H proceeds also benefits the Boys & Girls Club of West Alabama which exists to enable ALL young people to reach their full potential as productive, caring responsible citizens. BGCWA offers extremely affordable after-school and summer programs for children and teens from ages 6-18 in Tuscaloosa and the nine-county surrounding area. Out of school hours serve as the essential link between school and home, offering the greatest opportunity to influence the future of our kids and our community. Learn more at bgcwestal.org.

We would also like you to know how truly thankful we are for your support of the 2019 5th Annual Highway 2 Hale Century Bike Ride. Your generosity and commitment to this event and our organization ensures we are better able to invest in the students who will define the advertising industry of the future as well as help a deserving organization in our community.

Sincerely,

A handwritten signature in black ink that reads "Michael Nix".

Michael Nix
President – AAF Tuscaloosa



*For tax purposes, AAFT is a 501(c)6 and our ID is 30-0934461. Please consult your local tax professional for additional information.



Tour 2 Hale Presenting Sponsorship | \$5000

- Designation as the primary, presenting sponsor of Highway 2 Hale (ie: "Highway 2 Hale, presented by [insert sponsor here])
- *Logo/links on Highway 2 Hale and AAF Tuscaloosa websites
- Predominant logo or name featured on/in event promotions including:
 - Print materials for ride and/or club events
 - Event t-shirts
 - Sponsor banners for ride
 - Digital and television campaign
 - Specific sponsor highlights on H2H social media outlets
 - Name recognized in radio promotions
 - Day-of event announcements
- Five (5) event shirts
- Two (2) registrations
- Sponsor hosted booth at ride event (*available at the discretion of the sponsor, not required for sponsorship*)
- Sponsor product and/or literature included in swag bags or virtual ride bags (*materials provided by sponsor*)
- Recognition as a presenting sponsor at the pre-and post-ride events
- First opportunity to renew as presenting sponsor the following year

*For logos to be featured in aforementioned ways, a high resolution, transparent .png file or .eps file must be sent to: w1Kellie Hensley | fundraising@aafuscaloosa.com | 205-348-4131

Grand Prix Sponsorship | \$2500

- *Logo/links on Highway 2 Hale and AAF Tuscaloosa websites
- Logo and/or name featured on/in event promotions including:
 - Print materials for ride and/or club events
 - Event shirts
 - Sponsor banners for ride
 - Specific sponsor highlights on H2H social media outlets (*See "About Ride" page*)
- Name recognition in select media campaign outlets (ie: tv, radio, and digital)
- Three (3) events shirts
- Sponsor hosted booth at the ride event (*available at the discretion of the sponsor, not required for sponsorship*)
- Sponsor product and/or literature included in swag bags or virtual ride bags (*materials provided by sponsor*)

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Peloton Sponsorship | \$1500

- *Logo/links on Highway 2 Hale and AAF Tuscaloosa websites
- Logo and/or name featured on/in select event promotions including:
 - Print materials for club events
 - Event shirts
 - Sponsor banners for ride
 - Specific sponsor highlights on H2H social media outlets (*See "About Ride" page*)
- Two (2) event shirts
- Sponsor product and/or literature included in swag bags or virtual ride bags (*materials provided by sponsor*)

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Hydration Rest Stop Sponsorship | \$500

- *Logo/links on Highway 2 Hale and AAF Tuscaloosa websites
- Logo and/or name featured on/in select event promotions including:
 - Print materials for club events
 - Event shirts
 - Sponsor banners for ride
 - Specific sponsor highlights on H2H social media outlets (*See "About Ride" page*)
- Two (2) event shirts
- Hosts one (1) of five (5) rest stops along the H2H route. (*Choice of stop available on a first come, first served basis. See "Rest Stop Volun-Sponsorship Guide" for details*)

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Freewheel Sponsorship | \$250, or In-kind Donation

- *Logo/links on Highway 2 Hale and AAF Tuscaloosa websites
- Logo and/or name featured on/in select event promotions including:
 - Print materials for club events
 - Event shirts
 - Sponsor banners for ride
 - Specific sponsor highlights on H2H social media outlets (*See "About Ride" page*)

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Corporate Sponsor Contract

SPONSOR INFORMATION

Company Name

Authorized Representative

Billing Contact

Billing Address

City

State

Zip

Mobile Phone

Work Phone

Email Address

SPONSORSHIP

Sponsorship Level

Sponsorship Amount or In-kind donation value

Special Instructions

Purchaser's Authorized Signature

Date

FOR INTERNAL PURPOSES ONLY

AAFT Member Name

Date

H2H Committee Approval/Confirmation

Date

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Rest Stop Volun-Sponsorship Guide

ABOUT

H2H provides refreshments, bathroom access, SAG support, and fun along the ride routes through rest stops. Rest stops are available for sponsorship and offer an opportunity for local businesses to not only promote themselves within their community but to interact with their community. Sponsors can choose to man the rest stop themselves or allow other volunteer groups to man their booth.

Rest Stops are organized and supervised by "Rest Stop Coordinators." Themed stops (ie: Hawaiian luau) are encouraged. Rest Stops should be manned until the last rider has passed through the area (no later than 5pm). SAG or an event coordinator may inform the rest stop coordinator that all riders have cleared the stop. At that point, volunteers can break down the rest stop and some volunteers and supplies may be redirected to assist another rest stop.

The H2H ride will provide a variety of refreshments for riders to each rest stop. Coordinators are responsible for the pick-up, storage, and transport of these supplies. Pick-up details will be provided in an email the week of the event. Rest stop coordinators may choose to pre-cut food supplies before the ride or at the rest-stop. Sandwiches should be prepared on-site as they tend to stale quickly and should be cut in half. The suggested method of displaying fruit/cold food is pre-cut, on ice, and on aluminum pans. This keeps the food both cold and easily accessible for riders.

Ice, coolers, and drinks will be delivered to each rest-stop. **ICE is imperative to facilitating a good ride and we must not run out.** If you run low on ice, promptly inform a **ride** coordinator.

All rest stops will have access to bathrooms, either permanent facilities or porta-potties. Rest stop coordinators and volunteers should encourage riders to use these facilities. Participants relieving themselves behind buildings/foilage is common and highly discouraged.

Ham operators will be working this event to combat cell service issues. Base will be at Moundville Archaeological Park. All rest stops will have a designated ham operator. Rest stop coordinators are encouraged to introduce themselves to the ham operator and take advantage of this resource.

SAG support vehicles will monitor the course. Rest stop coordinators are encouraged to utilize the ham operators if SAG or mechanical support is required.

Rest Stop Coordinators must return remaining supplies to Base (Conference Center) and check in with a Ride Director or Base Coordinator before leaving the event.

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Rest Stop Coordinator Responsibilities

- Choose a theme and provide decorations for stop
- Organize set-up/break-down of stop
- Recruit/manage volunteers (*Volunteer Coordinator can help with this.)
- Pick-up, store, and transport food and supplies provided by the ride for each stop
- Monitor/maintain ice supply during ride

Provided Supplies

- Fresh fruit
- Packaged foods (ie: protein bars)
- Pickle juice
- Ingredients for PB&J sandwiches
- Ice
- Plastic Bags & Foil
- * 2 Tables, 2 chairs, 1 tent (if not available at location)
- Trash bags
- Cooler for ice
- Drink dispenser
- Cups

*Feel free to bring additional or personal chairs, tables, tents, coolers, etc.

Supplies NOT Provided

- Aluminum pans for food display
- Rest stop decorations (aside from sponsorship banners)

Locations/ Set-up Schedule

Rest stop locations are dependent upon ride distances offered and route configuration. Previous locations and set up times have included the following. Rest stops should be manned until the last rider has passed through the area (no later than 5pm)

- Base (Traders Circle) | 5:45 am – 7:30 am
- Base (Conference Center) | 7:30 am – 5 pm
- Steward Community Center | 7:00 am
- Greensboro Magnolia Grove | 8:00 am
- Mars Hill Missionary Baptist Church (*may change*) | 9:00 am
- Lake Payne | 10:00 am
- Pleasant Hill Baptist Church | 10:00 am

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