

## unPAved of the Susquehanna River Valley

is a raw road race (or ride) through the forest hills and farm valleys of central Pennsylvania during foliage season, has been named one of the "Top-10 Gravel Races in the USA" and is a premier weekend on the national gravel calendar.

### FRIDAY, 10/6/23

#### Gravel Film Festival

Takeover of the historic Campus Theatre for inspiring films.

#### Get un(G)raveled Pub Crawl

The bars & restaurants in downtown Lewisburg turn into a reunion.

### SATURDAY, 10/7/23

#### Lewisburg Fall Festival

3-5,000 riders, family members and locals getting together downtown with vendors, food, beer, crafters, music, kid's activities, rider sign-in, and swag-bag pickup.

#### FUNpaved: 200 Riders

Kids, families, newbies can all enjoy a casual 25-mile ride through the idyllic rolling farm lands.

### SUNDAY, 10/8/23

#### unPAved: 1,000 Riders

Distances include 180, 120, 90, 50, or 30 miles. Riders are timed by completing segments on the route and then placed in their category upon completion.

#### SlumberPARTY: 70 Riders

This is a two day adventure, allowing riders to enjoy the ride at a leisurely pace, and each other at the campsite.

#### DONEpaved Party

The finish of the ride is the start of the party, with raffle prizes, food, recovery beverages, and shared experiences

### MONDAY, 10/9/23

#### Covered Bridge Recovery Ride

Casual social ride with friends made over the weekend.



**EASY ON THE EYES.  
HARD ON THE LEGS.**

| DETAILS                          | PARTNER          | TIER 1       | TIER 2       | TIER 3     |
|----------------------------------|------------------|--------------|--------------|------------|
| Partnership Value (per year)     | \$10,000         | \$5,000      | \$2,000      | \$500      |
| Category Exclusivity             | Yes              | no           | no           | no         |
| Prizes for Riders                | 10               | 10           | 5            | 5          |
| Product/Promo in Goodie Bag      | 1,500            | 1,500        | available    | available  |
| Registrations for unPAved        | 4                | 3            | 2            | 1          |
| Space at Festival & Expo         | Unlimited        | 20x10 Tent   | 10x10 Tent   | 10x10 Tent |
| <b>CONTENT</b>                   |                  |              |              |            |
| Event Press Releases             | Quote            | Listed       | Listed       | Listed     |
| E-Newsletter (per quarter)       | Original Content | Link         | Link         | Link       |
| Social Media Posts (per quarter) | Original Content | Shared Post  | Shared Post  | Tags       |
| Information Sessions (video)     | :30 commercial   | Announcement | Announcement | Listing    |
| Access to Event Photos & Video   | Photo & Video    | 2 Photos     | 2 Photos     | 1 Photo    |
| <b>LOGO PLACEMENTS</b>           |                  |              |              |            |
| Website                          | Yes              | Yes          | Yes          | Yes        |
| Sign-In, Start Area, Finish Line | Yes              | Yes          | no           | no         |
| Aid Stations                     | Yes              | Yes          | no           | no         |
| Segment Course Signs             | Yes              | Yes          | Extra \$1000 | no         |
| Hot Seat/Podium Backdrop         | 2                | 1            | 1            | 1          |
| Race Numbers                     | Yes              | no           | no           | no         |
| Rider Jersey                     | Front/Back       | no           | no           | no         |
| Rider Guide                      | Yes + Ad Space   | Yes          | Yes          | Yes        |
| Pre-Event Mailing                | Yes              | Yes          | Yes          | Yes        |
| Access to Ride Photos            | 5                | 4            | 3            | no         |
| Post Event Video Credit          | Logo/Start       | Logo/Credits | Name/Credits | no         |

## CONTACT INFORMATION

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