

GRIT MTB FESTIVAL



SPONSORSHIP DECK

September 29-October 1, 2023



"I've never had a huge interest in learning to mountain bike out of fear and lack of motivation, but I came away from the festival really leaning into a desire to tackle that fear and give it another try."



"GRIT FEST"

September 29-October 1, 2023
Fayetteville, Arkansas

What is Grit Fest?

Grit MTB Festival, "Grit Fest," is the keystone event of All Bikes Welcome, 501(c)3, non-profit organization based in Northwest Arkansas. With this event, we aim to raise awareness and funding for All Bikes Welcome to continue the work of providing year-round free and low-cost programming.

Mission

As a 501(c)3, non-profit organization, we aim to create and support more racial and gender diversity in cycling and the outdoors. In order to do this, we work to build a beginner base of mountain bikers and outdoor enthusiasts.

Vision

We aim to create a space where Trans men and women, cis women, and non-binary folks can come together to ride, dine, camp, and learn together.

Core Values

- Lifelong ridership
- Fostering community
- Connecting to nature
- Sustainability

Target Markets

Cis Women, Trans women and men, and non-binary riders of all skills levels, ages 18-65. We are especially interested in folks who have never ridden a mountain bike in an effort to bring more folks to the sport and support more diversity within cycling

Business Philosophy

We believe the bike is a gender-neutral machine, but that everyone benefits when the sport diversifies.

Funding Sources

- Ticket Sales (40%)
- Fundraising/Sponsorships (15%)
- Grants (45%)



SPONSORSHIP



Presenting Sponsor **\$5,000+**

- Send a rep and speak at opening/closing remarks Shout-outs throughout event
- Prominent brand placement on promotional materials, branded apparel, and website
- Opportunity to outfit volunteers
- Dedicated and co-branded social media posts
- Prime location among sponsorship booths
- Copy of event assessment and report on ROI



Principle Sponsor **\$2,500**

- Shoutouts throughout event
- Logo placement on website and banners
Multiple co-branded social media posts
Sponsor booth
- Send 1-2 reps to work sponsor booth Copy of event assessment and ROI



Athlete Sponsor **\$TBD**

- Send an athlete to the festival to participate, speak, and/or facilitate a workshop
- Receive a FREE sponsor booth
- Send 1-2 reps to work sponsor booth
- Co-branded social media post featuring athlete & brand
- Copy of event assessment and ROI

SPONSORSHIP



Event Vendor

\$1000

- Sponsor booth
- Send 1-2 reps to work sponsor booth
- Copy of event assessment and ROI

Scholarship Sponsor

\$1500

Help an individual who would otherwise not be able to attend because of financial barriers, get to the Fest!

We are looking for brands to sponsor a single rider. Your sponsorship will cover the cost of a ticket to the festival, travel expenses, and an entry-level mountain bike rental.

Receive co-branded social media posts, logo placement on website and promo materials, and copy of event assessment and ROI



Raffle Sponsor

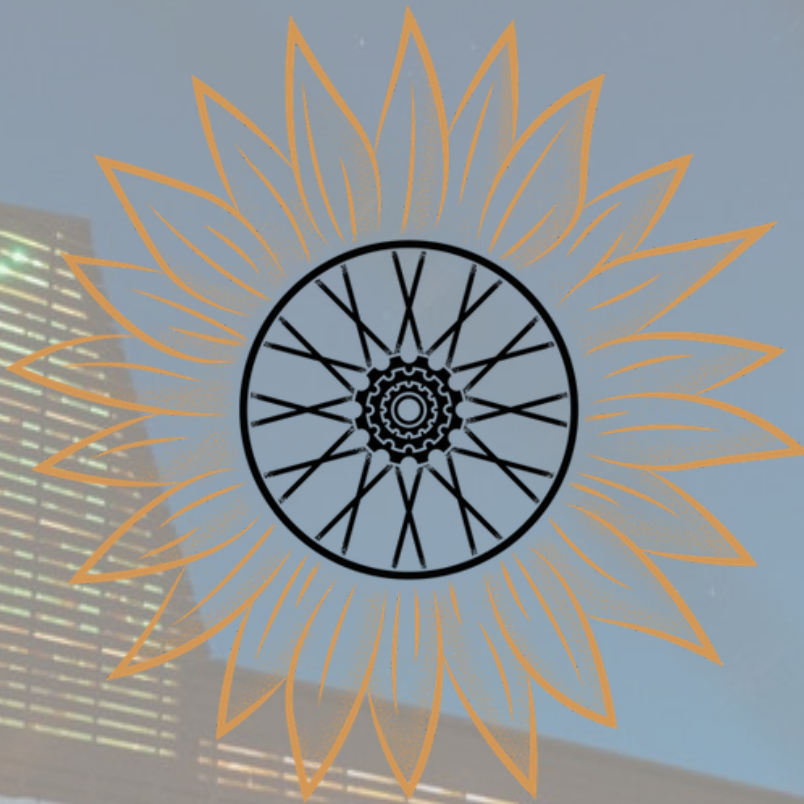
We put together an incredible raffle prize drawing for our attendees. In 2019, EVERY PERSON went home with a new gear! In 2022, our raffle helped raise ~\$1500 to continue the mission of our non-profit organization by providing year-round, free and low-cost programming in the Northwest Arkansas corridor.

Most of us can relate to how exciting it is to win a piece of gear! Send an email to info@gritfestival.com for a shipping address.





"I truly applaud and appreciate the effort you all made to make it an inclusive, welcoming event. Everyone was truly warm and kind."



2023

September 29–October 1

CONTACT US

INFO@GRITFESTIVAL.COM

Check us out!

 www.gritfestival.com

 [@gritmtbfestival](https://www.instagram.com/gritmtbfestival)

 [@GritFest](https://www.facebook.com/GritFest)