

# 2017 PwP Sponsor Publicity Levels

	YELLOW JERSEY	MILLENNIUM	TITANIUM	GOLDEN SPOKE	SILVER CHAIN
	\$1,500 - \$20,000	\$1,000-\$1,499	\$500-\$999	\$250-\$499	\$100-\$249
Listed in the e-newsletter (3,000 subscribers), website, Twitter & Facebook posts	X	X	X	X	X
Listed on 1,100 T-shirts	X	X	X	X	
Listed on 5,000 Registration Brochures (if received by 3/22)	X	X	X		
Logo on 1,000 maps	X	X			
Larger Fonts and Better Positioning	X				

## More Publicity Opportunities

~\$20,000	Foundational Sponsorship	Foundational sponsorship for all our events, currently hosted in 3 cities in the mid-west: Columbus, Ohio; Kent, Ohio; Emmetsburg, Iowa. Publicity to be negotiated.
\$5,000	Start Banner	Over 1000 riders and walkers will see your logo
\$5,000	Finish Banner	Over 1000 riders and walkers will see your logo
\$4,000	Last Water Stop Banner	About 950 riders will see your logo
\$3,000	45-Mile Food Stop Banner	About 600 riders will see your logo
\$2,000	80-Mile Water Stop Banner	About 450 riders will see your logo
\$2,000	100-Mile Food Stop Banner	About 175 riders will see your logo
\$2,000	35-Mile Food Stop Banner	About 175 riders will see your logo
\$2,000	5K Walk Rest Stop Banner	About 150 riders will see your logo
\$1,000	7-Mile Snack Stop Banner	About 50 riders (and countless riders on the bike path) will see your logo
\$1,000	35-Mile Water Stop Banner	About 100 riders will see your logo



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