



**RUBY  
ROUBAIX**

**Hello, and Thank You for your interest in learning more about how your sponsorship helps sustain this event while increasing interest in your business.**

**On Saturday, June 22, 2024, the Rotary Club of Elko Desert Sunrise will host the 4th annual Ruby Roubaix Gravel Fondo in the pristine Ruby Mountains, beginning and ending in Lamoille, Nevada. Proceeds from this self-sustaining Gravel Fondo support youth leadership development, exchange programs, community improvement projects, and programs encouraging healthy behaviors and inspirational service to others. This fundraiser benefits the local economy by drawing new visitors off Interstate 80 and over the Lamoille Summit to the base of the Rubies.**

**Last year, 223 athletes, plus their friends and families, traveled into our community from over one hundred miles away. Over 95% of these arrived on Friday (and some as early as Thursday), spent Saturday on the course, and then relaxed with friends on Saturday night to resume their trip back home on Sunday. Our new 'friends' visited neighborhood grocery stores, restaurants, gas stations, and historical and cultural places of interest while they visited. Most do not wait a year to return for the next cycling event because northeastern Nevada appeals to outdoor enthusiasts in all seasons.**

**The following page describes available sponsorship levels. Our social media reach and word-of-mouth recognition extend far beyond local neighborhoods. Your company logo and advertising are visible for months to communities where our out-of-town cycling friends reside.**

**May we promote your business as a partner sponsor for the 2024 Ruby Roubaix Gravel Fondo? Give me a call if you have questions, or drop your choice of sponsorship-level participation in the mail as soon as possible so we can begin to promote your business!**

**Kerry Aguirre**

**775-397-1922**

**Elko Desert Sunrise Community Fund**

**DBA Ruby Roubaix Gravel Fondo 2024**

**[www.rubyrroubaix.com](http://www.rubyrroubaix.com)**



# RUBY ROUBAIX

## Sponsorship Opportunities

**As a Sponsor you will receive the following for each sponsor level:**

### THE RUBY LOOP SPONSORSHIP

- Company logo on the regional event poster
- Company logo and website on all print advertising
- Company logo and website displayed at the event
- Company mentioned in Press Release
- Company highlights on Social Media pages
- Company logo on Social Media pages
- Mentioned as a sponsor at the event
- Company promotional ideas included in swag bags
- Banner displayed at the event
- "Thank you" to your company online and in media mentions

*All of the above valued at over \$4,000 in advertising and impressions over 3 months.*

**Total cost is \$2,000**

### MORE SPONSORSHIP OPPORTUNITIES

#### THE HARRISON

- Company logo on the regional event poster
- Company logo and website on all print advertising
- Company logo and website on event course signage
- Company mentioned in Press Release
- Company highlights on Social Media pages
- Mentioned as a sponsor at the event
- Company promotional ideas included in swag bags
- "Thank you" to your company online and in media mentions

**Cost is \$1,000**

#### THE LEE LOOP

- Company logo on event website
- Company mentioned in Press Release
- Company mentioned in email blast and on Social Media
- "Thank you" to your company online and in media mentions

**Cost is \$250**

#### THE SECRET PASS LOOP

- Company logo on event website
- Company mentioned in Press Release
- Company mentioned in email blast and on Social Media
- Company promotional ideas included in swag bags
- "Thank you" to your company online and in media mentions

**Cost is \$500**

#### THE SCHOOL HOUSE

- Company logo on the event website
- Company mentioned in Press Release
- "Thank you" to your company online and in media mentions

**Cost is \$150**

The Elko Desert Sunrise Rotary Community Fund is a 501c3 EIN 82-3604652.

Your company will have first right of refusal for the new year's event.

Your Company Name: \_\_\_\_\_

Your Mailing Address: \_\_\_\_\_

Mail check with this form to Elko Desert Sunrise Rotary Club - PO BOX 1241 - Elko NV 89803.

To be included in print marketing materials, pledge must be received by 3/15/24.

**Contact Kerry Aguirre today to lock in this opportunity.**

**(775) 397-1922 or [kerry.aguirre@gmail.com](mailto:kerry.aguirre@gmail.com)**