

THE REDDING TRAIL ALLIANCE

THE REDDING BIKE PARK SPONSOR GUIDE



We are beyond excited to announce that the Redding Bike Park in Redding California is coming soon! As part of a larger grant to revitalize our beloved Caldwell Park the City of Redding secured funding for the bike park build to the amount of \$1.3 million. This funding, combined with our own fundraising efforts will ensure we can build the world class bike park we have envisioned for our community and maintain it for years to come.

Redding Trail Alliance (RTA) is a local 501c3 non-profit that has a mission to create trails and bike parks that are loved by locals and sought after by visitors. From choosing the location, concept design, public outreach, a maintenance agreement and a commitment to build the pumptrack and skills trail we have been involved with the City during every step of the way. Bringing our bike park from vision to reality.

The close collaboration of RTA and the City will ensure that the finished product is of the highest quality. The Redding Bike Park will offer a wide range of trails and features to challenge all ages and skill levels. A hard-surface pump track will ensure year-round activity while opening up park use to other activities such as skateboarding and scooters. The other features of the park will be progressive, to allow riders to gradually build their mountain bike skills. Not only will the park be highly used for daily recreation, but it will offer a place for various competitions which will bring large crowds to the venue. This is such an exciting project for a community that is deeply invested in and supportive of cycling and trails!

WHAT IS A BIKE PARK?

Modern bike parks offer purpose-built trails, designed and built by mountain bikers to maximize the potential for two-wheeled fun. A well-designed park offers challenging trails and riding features tailored to all skill levels. Features include, flow trails, jumps, pump tracks, technical courses and many other types of bike specific challenges. The park is meant to compliment our trail system and offer a progressive training ground for users to build their skills.

The City of Redding is becoming known as a cycling community, with hundreds of miles of trails, bike lanes, multiple bike shops, bike events, a high school mountain bike team and more. Cycling is very much a part of the Redding experience and the Redding Bike Park will be the first in the area to offer the unique opportunities that only a bike park can offer.

WHY DO WE NEED ONE?

The Redding Bike Park is a sustainable recreation facility with broad appeal. Bike parks are enticing and intriguing, making them effective at drawing people into cycling. Once this initial step has been made, many folks will continue to use bicycles not only as a means of recreation, but as a tool for transportation. The Redding Bike Park will also be a great way to keep kids involved in healthy outdoor pursuits. In this age of video games, television and cell phone apps, it is important to have readily available opportunities for kids to participate in sports. Childhood obesity is at an all-time high. Conditions such as juvenile diabetes and ADHD have been linked to lack of physical exercise in today's youth. Mountain biking and BMX park riding are types of recreation that, because of their visual impact and perceived "coolness," are apt to attract kids who might otherwise seek out less healthy lifestyle choices.

LOCATION AND HISTORY

Caldwell Park, located in the heart of Redding, is one of our largest and oldest city parks. Its many amenities and connection to the Sacramento River and Trail make it a favorite for locals. After looking at multiple sites around the city, the vacant lot located just east of Caldwell Park was identified as the future home for the Redding Bike Park. The bike park is super accessible, many can ride there by accessing the river trail system. This location was solidified after the City was awarded an \$6.7 million dollar grant for improvements to Caldwell Park. The other improvements to the park include the already completed skate park expansion, the forthcoming sport courts, lighted trails, parking improvements, shade structures, a boulder zone located in the bike park and more!

SUPPORTING THIS COMMUNITY DRIVEN FACILITY

RTA has taken on the task of securing \$200,000 to fund the construction of the paved pump track and skills course. We are asking for your support to see this effort through to completion. Sponsoring or donating to the Redding Bike Park is a great way to promote healthy lifestyle choices and show that you or your business actively supports exciting and progressive amenities for our community. To find out how you can help, read on...



PARK TITLE SPONSOR

1 Entrance Sign



SPONSORED FEATURES

- 2 Pump Track
- 3 Drop Zone
- 4 Skills Trail
- 5 Beginner Jump Line
- 6 Intermediate Jump Line
- 7 Advanced Jump Line
- 8 Boulder Zone



2 Pump Track



3 Drop Zone



4 Skills Trail



5 Beginner Jump Line



6 Intermediate Jump Line



7 Advanced Jump Line



8 Boulder Zone

SPONSORSHIP OPPORTUNITIES

◆ PRO LEVEL (PARK SPONSOR) \$75,000

- **5 year title sponsor:** Have your business or donor name prominently displayed at the bike park entrance sign. Please see the previous page for location and example
- Top tier placement of business or donor name on permanent signage at bike park
- Top tier placement of business or donor name with link to company website on the front page and sponsor/donor page of the Redding Bike Park website
- All social media posts for 5 years on Redding Trail Alliance media about the Redding Bike Park will acknowledge you as the title sponsor
- Social media presence at time of donation thanking company for their sponsorship with a link to the company web page or social media account. Company will be highlighted and given special recognition as a the title sponsor

◆◆ DOUBLE BLACK DIAMOND \$25,000

- Limited to 7 sponsors
- **5 year feature sponsorship:** Have your business or donor name prominently displayed at the feature entrance (Available Features listed to the right. First come first serve)
- Double Black Diamond placement of business or donor name on permanent signage at bike park
- Double Black Diamond placement of business or donor name with link to company website on the Redding Bike Park website sponsor/donor page
- Special Double Black Diamond Feature sponsorship acknowledgement social media post on Redding Trail Alliance pages
- Social media presence at time of donation thanking company for their sponsorship with a link to the company web page or social media account. Company will be highlighted and given special recognition as a top tier sponsor

AVAILABLE FEATURES

Pages 4 and 5 of this packet show a rendering of the park indicating where the features are.

Please contact for information on which features are available for sponsorship.

- **PUMP TRACK**
- **SKILLS TRAIL**
- **BEGINNER JUMP LINE**
- **INTERMEDIATE JUMP LINE**
- **ADVANCE JUMP LINE**
- **DROP ZONE**
- **BOULDER ZONE**

◆ BLACK DIAMOND \$15,000

- Black Diamond placement of of business or donor name on permanent signage at the bike park
- Black Diamond placement of business or donor name with link to company website on the Redding Bike Park website sponsor/donor page
- Black Diamond acknowledgement social media post on Redding Trail Alliance pages
- Social media Presence at time of donation thanking company for their sponsorship with a link to the company web page or social media account. Donor will be highlighted and given special recognition as a high level sponsor

■ BLUE SQUARE \$10,000

- Blue Square level placement of business or donor name on permanent signage at the bike park
- Blue Square placement of company/donor name with link to company website on the Redding Bike Park website sponsor/donor page
- Blue Square acknowledgment social media post on the Redding Trail Alliance page

● GREEN CIRCLE \$5,000

- Green Circle level placement of business or donor name on permanent signage at bike park
- Green Circle Level placement of business or donor name with link to company website on the Redding Bike Park website sponsor/donor page
- Green Circle acknowledgement social media post on Redding Trail Alliance pages

FUNDRAISING DONATION

Donations of raffle items, supplies or facilities for fund-raising events, etc., will be recognized through that event or fundraising effort only. And not with recognition through this sponsorship program (unless the donor is a sponsor).

IN-KIND DONATIONS

In-kind donations that directly offset the expenses may be counted toward a sponsorship at the value that they offset. **Dirt, trucking and construction materials can be extremely helpful.** Please contact us.

ANONYMOUS DONATIONS

We are always happy to accept anonymous donations. Please let us know if this is your preference and we will honor your request.

LOGOS AND FONT SIZE

Logo and/or font size and placement will be determined by available space and number of sponsors at each sponsorship level. Every effort will be made to accommodate sponsor logo shapes in an equitable manner at their respected level.

If you are intersted in sponsoring the Redding Bike Park, please fill out the back of this sponsorship package and return it to your sponsorship contact or to the address listed on the back.

THANK YOU FOR YOUR CONSIDERATION!

SPONSORSHIP LEVEL (CHECK ONE)

- PRO LEVEL - \$75,000**
- DOUBLE BLACK DIAMOND - \$25,000**
(Please contact us on feature naming availability)
- BLACK DIAMOND - \$15,000**
- BLUE SQUARE - \$10,000**
- GREEN CIRCLE - \$5,000**
- OTHER AMOUNT - \$ _____**



CONTACT US

We are always open to custom sponsorship ideas and solutions

Nathan Knudsen
530-515-0908
info@reddingtrailalliance.org
reddingtrailalliance.org

Sponsor Name: _____
(Name, as it should appear in advertising and promotional materials - 35 letters or less)

Mailing Address: _____

City/State: _____ Zip: _____

Contact Person: _____

Contact Phone: () _____ Cell: () _____

Email: _____

Important note: Please include your email as it is our primary contact. This information is kept private and used solely for communication regarding your Redding Bike Park sponsorship.

Website URL: _____

Enclosed is payment for \$ _____

Card # _____ SCV code: _____ Exp. Date: _____

Name as it appears on credit card: _____

Billing address of credit card: _____

Please Make check payable to:
Redding Trail Alliance

Mail payment to:
Redding Trail Alliance
3335 Placer Street, Suite 389
Redding, CA 96001

Redding Trail Alliance Inc. is a registered 501 (c) (3) non profit. All donations are tax-deductible under 501 (c) (3) non profit guidelines.

EIN #813446675