What is a Virtual Riveredge Ride?

Given the COVID-19 situation and our commitment to the safety of our participants, we have been faced with the tough reality of re-envisioning this year’s annual bike ride.

This year, we’re taking things digital and riders will create their own routes. Instead of one day at Riveredge, participants will have two weekends to complete their rides. Riders will post images of their mileage trackers and other photos to social media using #2020RiveredgeRide.

Relax! It’s a Ride, Not a Race!

As many as 1,500 riders are anticipated. The event draws families with kids in tow, competitive centennial riders, corporate teams, church teams, sports teams, and more!

Ride as a Team

More than 10 riders? Teams of 10 riders or more receive reduced entry fees and a free team logo on team t-shirts. Corporate team rates are also available.

Deadline for Sponsorship is March 6th, 2020

Contact:
Natalie Dorrler, Director of Development
262-375-2715, natalie@riveredge.us
SPONSORSHIP OPPORTUNITIES:

$10,000 RIVEREDGE RIDE (PRESENTING) SPONSOR
- Prominent recognition as presenting sponsor in main event area
- Logo on t-shirts, brochures, route maps, and all promotional materials for the event
- Business Membership at the May Apple Level
- Registration for a team of up to 20 riders
- Sponsorship of a bike rack or bike repair station at Riveredge year-round

$5,000 GLACIAL (TITLE) SPONSOR
- Prominent recognition as title sponsor in main event area
- Logo on t-shirts, brochures, route maps, and all promotional materials for the event
- Business Membership at the Trillium Level
- Registration for one team of up to 10 riders

$2,500 ESKER SPONSOR
- Logo featured on t-shirts, brochures, route maps, and website
- Name on posters and banners at the event
- Business Membership at the Pasque Flower Level

$1,500 MORaine (ROUTE) SPONSOR
- Logo featured on t-shirts, brochures, route maps, and website
- Name on posters and banners at the event
- Business Membership at the Blazing Star Level

$500 KETTLE (REST STOP) SPONSOR
- Logo featured on t-shirts, brochures, route maps, and website
- Name featured at a designated rest stop at the event
- Business Membership at the Compass Plant Level

$250 DRUMLIN SPONSOR
- Name on website and event-day marketing materials
- 1 Complimentary Riveredge Membership

$100 KAME SPONSOR
- Name listed on event-day marketing materials

Event marketing includes social media engagement across several platforms (Facebook, Instagram, Twitter), magazine ads, event flyers, and webpage.

All sponsorship levels include an opportunity to host an informational booth at the event, provide giveaways to participants, as well as recognition in the Riveredge Annual Report, on our Website, in our Newsletter, and included in all official press releases (if received prior to print date).