

# BAILEYS DIRT FONDO

SATURDAY, OCT. 12 2024



## *the 2nd Annual* BAILEYS DIRT FONDO

*We are looking for your help hosting our event!*

Styled after an Italian Street Cycle Gran Fondo– the Baileys Dirt Fondo is a trail-based group singletrack adventure consisting of casual riding between optionally timed segments. Between the segments riders can take a break at planned “social stops” and enjoy fellowship and friends over local food and drink. This group ride ends at the Chauncey-Dover Trailhead where there will be activities for the whole family!

All proceeds from the Dirt Fondo will support the management and development of the Baileys Trail System, the work of the Outdoor Recreation Council of Appalachia (ORCA), its nonprofit partner Athens-Wayne Outdoor Asset Development Corporation (AWOADC), and our mission:

**To integrate conservation, outdoor recreation, and economic development to strengthen and inspire communities in Appalachian Ohio.**

*Don't miss out on your chance to support the Baileys Trail System during this exciting event and get your name out to our trail and mountain bike community!*

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**FOR SPONSORSHIP QUESTIONS CONTACT: [delia@orcaohio.com](mailto:delia@orcaohio.com) | 740-677-0113 ext. 201**  
**FOR VOLUNTEER QUESTIONS CONTACT: [elle@orcaohio.com](mailto:elle@orcaohio.com) | 740-677-0113 ext. 202**

# BAILEYS DIRT FONDO

## SPONSORSHIP OPPORTUNITIES

We are offering a range of support options for the 2024 Baileys Dirt Fondo including, cash, in-kind, and volunteer options!

In-kind donations of food or beverages, silent auction items, and volunteer hours can be considered sponsors at the Blue, Green, and White Levels.

Upper-level sponsorships are limited. Reserve your sponsorship today!  
Suggested levels are below.

### DOUBLE BLACK DIAMOND/Presenting | \$2500 (*Limited Quantity- Only 1!*)

#### Includes:

"Presented by" on all Marketing Materials | Branding on Bike Plates |  
Sign at Finish Line Archway | Large Logo on Shirt |  
Logo on Baileys Trail System Website/ Dirt Fondo Event Page |  
Recognition on BikeReg, Facebook Event and Baileys Trail Talk Newsletter |  
Social Media Shoutout | Recognition on Day of Event Posters

### BLACK DIAMOND | \$1000 (*Limited Quantity-Up to 5!*)

#### Includes:

Sign at Finish Line Archway | Medium Logo on Shirt |  
Logo on Baileys Trail System Website/ Dirt Fondo Event Page |  
Recognition on BikeReg, Facebook Event and Baileys Trail Talk Newsletter |  
Social Media Shoutout | Recognition on Day of Event Posters

### BLUE | \$500

#### Includes:

Small Logo on Shirt | Logo on Baileys Trail System Website/ Dirt Fondo Event Page |  
Recognition on BikeReg, Facebook Event and Baileys Trail Talk Newsletter |  
Social Media Shoutout | Recognition on Day of Event Posters

### GREEN | \$250

#### Includes:

Logo on Baileys Trail System Website/ Dirt Fondo Event Page | Recognition on BikeReg, Facebook Event and Baileys Trail Talk Newsletter | Social Media Shoutout | Recognition on Day of Event Posters

### WHITE | \$100

#### Includes:

Logo on Baileys Trail System Website/ Dirt Fondo Event Page | Social Media Shoutout | Recognition on Day of Event Posters

If you or your organization would like to volunteer for the Dirt Fondo, contact:

[elle@orcaohio.com](mailto:elle@orcaohio.com) | 740-677-0113 ext. 202

If you would like to customize a sponsorship opportunity, contact:

[delia@orcaohio.com](mailto:delia@orcaohio.com) | 740-677-0113 ext. 201

# BAILEYS DIRT FONDO

## SPONSORSHIP BENEFITS

*Don't miss out on your chance to support the Baileys Trail System and showcase your brand to the MTB community!*



**Finish Line Archway**  
(Double Black Diamond and Black Diamond Levels)



**Bike Plates**  
(Double Black Diamond Level)



**Social Media Spotlight**  
(All Levels)  
**"Presented by"**  
(Double Black Diamond)



**T-Shirt (Large/Medium/Small Logos)**  
(Double Black Diamond, Black Diamond, & Blue Levels)



# BAILEYS DIRT FONDO

## SPONSORSHIP COMMITMENT

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- |  |  |
|--|--|
| <input type="radio"/> \$2500- Double Black Diamond | <input type="radio"/> Silent Auction Item      |
| <input type="radio"/> \$1000- Black Diamond        | <input type="radio"/> Food/Drink for Rest Stop |
| <input type="radio"/> \$500- Blue                  | <input type="radio"/> Volunteer Sponsor        |
| <input type="radio"/> \$250- Green                 | <input type="radio"/> Other                    |
| <input type="radio"/> \$100- White                 |  |

**Additional Details (Please indicate if cash or in-kind, & details for food/beverage/raffle items):**

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**Company/Organization Name as you would like to appear on all printed materials:**

**Contact Name:**

**Address:**

**Email:**

**Phone:**

**Payments may be made by check or credit card to AWOADC.\***

Enclosed is a payment  
for: \$

☐ Please send an invoice to  
the address above.

☐ Please contact me for  
a credit card payment.

**Please return to:**  
ORCA  
PO Box 61  
5 W. Stimson Ave.  
Athens, Ohio 45701

**Deadlines:**  
A limited number of sponsorships are  
available on a first come, first served  
basis, and subject to printing  
deadlines. Sponsorship commitments  
are encouraged by Monday, Sept. 16th.

**Questions:**  
delia@orcaohio.com  
740-677-0113 ext. 201

\*AWOADC is a 501(c)(3) organization.

# BAILEYS DIRT FONDO

## 2023 Impacts

**111**

Riders: Hailing from Southeast Ohio,  
Dayton, Cincinnati, Columbus, Cleveland,  
Toledo, Lima, & West Virginia

**127.3K**

Reach on Facebook Dirt Fondo Event

**\$3500**

Donations brought in with Presenting Sponsor  
TREK Raffle Bike

**49**

Dirt Fondo Specific Social Media Posts  
between May & October

Facebook Followers: **5056** Instagram Followers: **2,605**

**25**

Local Businesses and Organizations Involved  
as In-Kind Sponsors & Event Support

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*I enjoyed talking to different people from different backgrounds and locations. It's great to see how the sport has grown in Ohio.*

*The Fondo was an awesome experience. I loved giggling like a small child with friends when riding the flowing fun spots!*

*I didn't even ride it, and I've been telling everyone about the Dirty Girl Coffee affogatos.*

*My favorite part was being able to perform opera for my own community. I have always loved to work with my community and getting to perform for/with them was surreal.*

