



2022 DESTINATIONS
HUDSON VALLEY
CHAMPLAIN ISLANDS
PENNSYLVANIA DUTCH
BERKSHIRES



SPONSORSHIP PACKAGE SUMMARY

Promote your brand and align with our mission to inspire healthy lifestyles, benefit rural communities, and support local agriculture

Level	Per event	For the series
Title Sponsor	\$6,000	\$20,000
Featured Sponsor	\$3,000	\$10,000
Course Support Sponsor	\$1,500	\$5,000
Segment Challenge Sponsor	\$1,250	\$4,000
Aid Station Sponsor	\$1,000	\$3,000
Gourmet Meal Sponsor	\$750	\$2,500
Host Community Sponsor	\$500 - \$1,000	\$1,500 - \$3,500

We have in-kind donation options too. (starts on page 16)

Supporting Partner	\$500 value	\$1,500 value
Finisher Brew Partner	One beverage per participant	

For sponsorship inquiries, please contact us at
Sponsorship@FarmtoFork.Fitness.com

SPONSORSHIP BENEFITS

Sponsor Benefit	Featured Sponsor Event \$3,000	Featured Sponsor Series \$10,000	Title Sponsor Event \$6,000	Title Sponsor Series \$20,000
Category exclusivity		●		●
Incorporate your company name	Into key portions of the event	Into key portions of the series	Into event title	Into series title
Logo Placement				
Company logo on Farm to Fork Fitness website	Event page	Footer	Event page	Header
Company logo on all Farm to Fork Fitness promo emails		Footer Large		Header
Company logo on commemorative jersey for purchase by participants				●
Company logo on participant welcome bags		5,000	750	5,000
Company logo on rally towels		5,000		5,000
Company logo on number plates		5,000	750	5,000
Company logo on finisher prizes		5,000		5,000
Company logo on all printed promotional materials		30,000		30,000
Company logo on start/finish line banners		●		●
Company logo on official ambassador jerseys		●		●
Custom tailored package of branded event promotional materials		●		●
Social Media				
Social media posts	2	10	3	20
Social media contest with supplied prizes	●	●	●	●
Sponsor-provided product distribution				
Inclusion of sponsor-provided product and/or promotional materials in participant welcome bags	●	●	●	●
Inclusion of sponsor-provided product and/or promotional materials in First Class participant welcome bags	●	●	●	●
Featured content and promotion through our Ambassador Program with provided products		●		●
Press Relations				
Exclusive press release announcing sponsorship		●	●	●
Custom email blast, with supplied offer and content		1		2
Regular emcee announcement of your company's sponsorship on event day	●	●	●	●
Comps				
Farm to Fork Fondo 2022 jerseys	1	2	2	4
Farm to Fork Fondo entries	2	10	3	20
Meet the Farmer Dinner tickets	2	10	3	20
Royalty-free professional photographs featuring your company's presence at the event	●	●	●	●

2022 SERIES SCHEDULE

Hudson Valley Fondo June 3-5: Ulster County Fairgrounds, New Paltz, NY

Champlain Islands Fondo July 15-17: Snow Farm Vineyard, South Hero, Vermont

Pennsylvania Dutch Fondo September 9-11: Wyebrook Farm, Honey Brook, PA

Berkshires Fondo October 7-9: Hancock Shaker Village, Pittsfield, MA

Cape Cod Weekend Getaway August 5-7: Cape Cod, MA

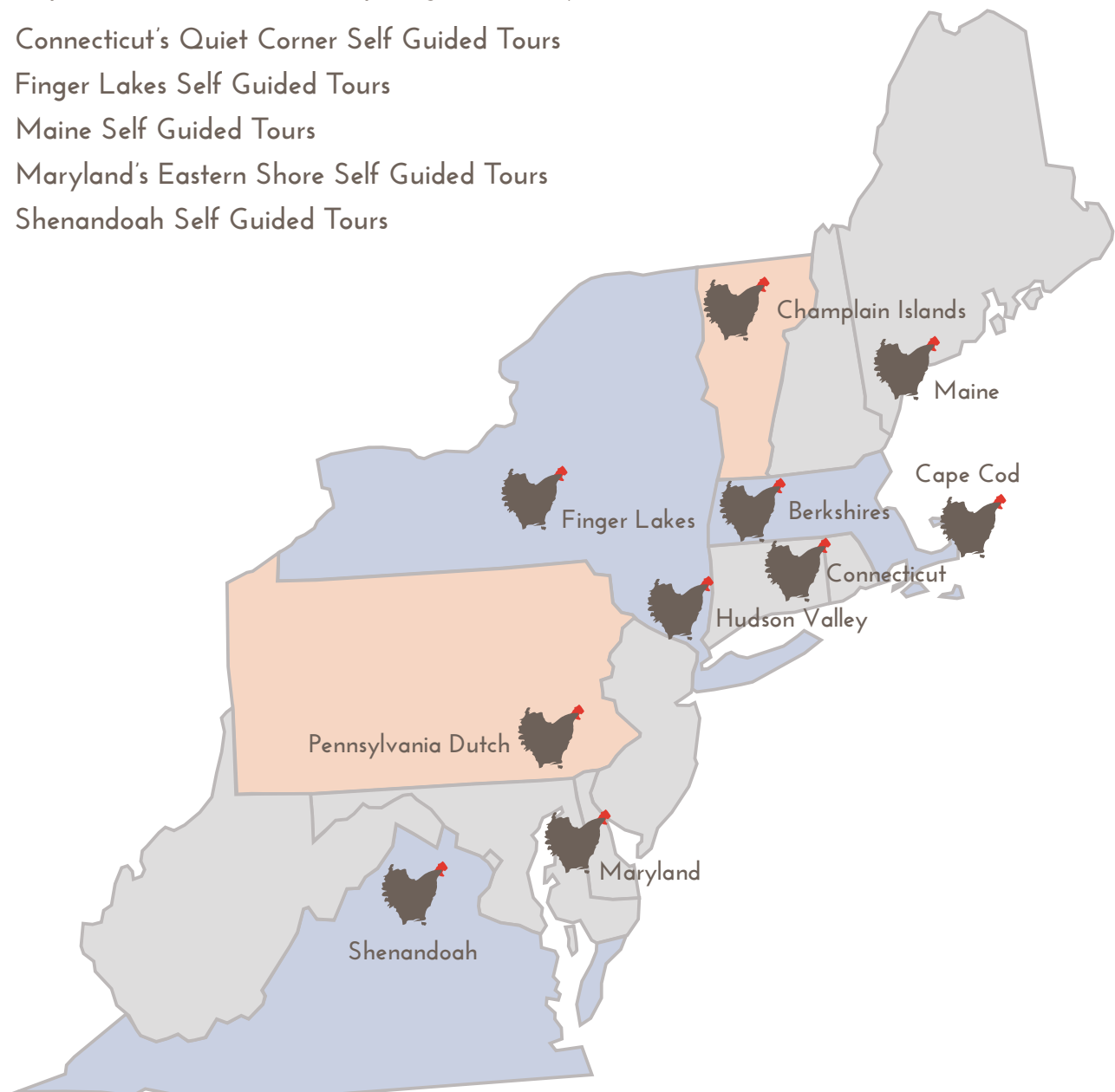
Connecticut's Quiet Corner Self Guided Tours

Finger Lakes Self Guided Tours

Maine Self Guided Tours

Maryland's Eastern Shore Self Guided Tours

Shenandoah Self Guided Tours



DEMOGRAPHICS & ECONOMIC IMPACT

Farm to Fork Fondo attracts a broad range of participants, from seasoned cyclists to beginners who have never participated in an organized ride. We strive to promote physical activity in a fun and supportive environment and to create achievable challenges for people of all ages and abilities. Our participants are active, health-conscious, and supportive of our social mission.

Annual Participant Demographics

- 4,000+ annual participants
- Average age: 48
- Average annual household income level: \$141,000
- 51% Female
- 37 US states and Canadian provinces represented at series



Local Economic Impact

- \$150,000+ in estimated spending at local businesses per event, based on an average of \$256 reported per participant
- 60% of participants report staying in a local hotel for an average of 1.8 nights
- \$30,000+ in spending on local businesses by Farm to Fork Fitness Adventures at each event
- \$45,000+ in donations to local organizations at each event via the Host Community
- \$400,000+ total indirect economic impact per event
- \$3.5+ million total indirect economic impact estimated for the series

Data and estimates based on participant registration information and post-event feedback surveys.

MARKETING REACH

Earned Media: Farm to Fork Fondo is regularly featured in prominent outdoor, culinary, and agricultural publications, both regionally and nationally, and reached an estimated 5+ million readers in 2018.

Bicycling



Men's Health

Outside

The Boston Globe

MEN'S FITNESS

modern farmer

ROAD BIKE
ACTION MAGAZINE

SELF

MEN'S JOURNAL

edible
COMMUNITIES

Bike World News

Farmtoforkfitness.com

- 350,000+ annual page views
- 115,000+ annual unique users

E-mail Newsletter

- 75,000+ subscribers
- 2+ million e-mails sent annually with 500,000+ opens

Social Media

- 10,000+ social media followers on Facebook, Twitter, and Instagram

Events

- Presence at six regional consumer endurance sports expos with 125,000+ total attendance

Advertising

- 30,000+ printed promotional materials delivered annually to hundreds of Northeast, Mid-Atlantic, and Southeast cycling clubs, endurance events, and bike shops
- 1.5+ million reached through paid advertising through Google AdWords, Facebook, endurance websites, and print magazines
- 2.5+ million reached through distributed press releases via Endurance Sports Wire and regional tourism partners

PARTICIPANT EXPERIENCE



Riding alongside professionals



Non-competitive ride, fun for all abilities



Visiting local farms, and meeting the families that run them



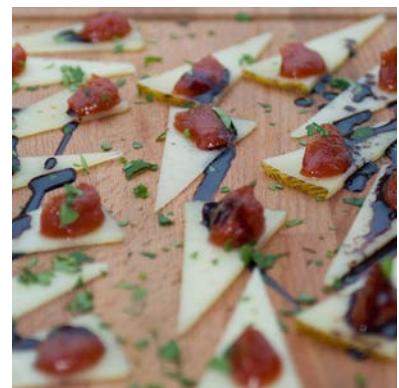
Interacting with and supporting vibrant rural communities



First-class experience



Exploring beautiful bucolic landscapes



Enjoying chef-prepared treats made with ingredients from each farm



New Holland gave riders a memorable send off at events by leading the field in a tractor



Entryway branding at the Colavita Meet the Farmers Dinner



Selecting the winner of Bianchi's bike giveaway was one of the most highly anticipated moments at a Farm to Fork Fondo

TITLE SPONSOR

\$6,000 per event or \$20,000 for the series



Title sponsorship is a turnkey opportunity to take advantage of every branding opportunity available throughout the 2022 Farm to Fork Fondo series. Prominently affiliate your company with the premier cycling event series in the United States, along with healthy living, community engagement, and support of local agriculture. This package includes a deep understanding of your marketing goals and an innovative partnership to help you meet them.

Benefits:

- Incorporation of sponsor company name into the 2022 event series title (i.e. [Your Company] Farm to Fork Fondo)
- Incorporation of sponsor product with key portions of the events for experiential marketing value
- Extensive custom tailored package of sponsor-branded event promotional materials such as start/finish chute fencing, truss start/finish line arch, feather flags, fitted table cloths, EZ-Up tents, tent backdrops, etc.
- Inclusion of sponsor-provided product and/or promotional materials in participant welcome bags
- Inclusion of sponsor-provided product and/or promotional materials in First Class participant welcome bags
- Preferred space at venue expos and/or farm aid stations for experiential marketing activations
- Regular emcee announcement of your company's sponsorship, and messaging associated with any on-site marketing activation
- Exclusive press release announcing sponsorship
- Extensive social media co-promotion, including contests with supplied prizes
- Complimentary Fondo ride entries
- Complimentary Meet the Farmer Dinner tickets
- Complimentary 2022 Farm to Fork Fondo commemorative jerseys with sponsor logo
- Royalty-free professional photographs featuring your company's presence at the events

Benefits Exclusive To Series Title Sponsor

- Category exclusivity
- Custom email blast with supplied offer and content
- Company logo on an extensive list of Farm to Fork Fondo digital, printed, and event-day promotional material



FEATURED SPONSOR

\$3,000 per event or \$10,000 for the series

Our Featured Sponsors are closely associated with Farm to Fork Fondo and our mission. We will strive to understand your marketing goals and create an innovative partnership to help you meet them.

Benefits:

- Naming rights and incorporation of sponsor product with key portions of the events
- Custom-tailored package of branded event promotional materials such as start/finish chute fencing, feather flags, fitted table cloths, and tent backdrops
- Inclusion of sponsor-provided product and/or promotional materials in participant welcome bags
- Inclusion of sponsor-provided product and/or promotional materials in First Class participant welcome bags
- Social media co-promotion, including contests with supplied prizes
- Complimentary Fondo ride entries
- Complimentary Meet the Farmer Dinner tickets
- Complimentary 2022 Farm to Fork Fondo commemorative jerseys with sponsor logo
- Preferred space at venue expos and/or farm aid stations for experiential marketing activations
- Repeated emcee announcement of your company's sponsorship, and mention of any on-site marketing activation
- Royalty-free professional photographs featuring your company's presence at the events



Benefits Exclusive To Series Featured Sponsor

- Category exclusivity
- Custom email blast with supplied offer and content
- Press release announcing sponsorship
- Company logo on an extensive list of Farm to Fork Fondo digital, printed, and event-day promotional material

COURSE SUPPORT SPONSOR

\$1,500 per event or \$5,000 for the series



The Course Support Sponsor underwrites professional on-course mechanical service and support. This is an opportunity for your brand to help riders feel at ease knowing they're in good hands, and save the day when mishaps arise.

Benefits:

- Support vehicles prominently branded with your company logo on course at each event
- Staffing with personable and knowledgeable mechanics
- Support driver t-shirts will prominently feature your company logo
- Social media posts featuring a photo of branded support vehicles (two per event, 18 for series)
- Pre-ride announcement that on-course vehicles have been provided by your company
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class participant welcome bags, and social media contests
- Logo placement on participant event-specific course map handouts, large course map displays, and Farmtotforkfitness.com event page
- Royalty-free professional photographs featuring your company's presence at the events

"Everything was extremely well planned and organized. Support staff were all awesome too, made me feel like a pro rider!"



Benefits Exclusive To Series Sponsor

Series sponsorship includes additional logo placement:

- Every page of Farmtotforkfitness.com
- E-mail newsletters
- Start/finish line banners



SEGMENT CHALLENGE SPONSOR

\$1,250 per event or \$4,000 for the series

As the only competitive element of the Farm to Fork Fondo events, the Segment Challenge is an opportunity for cycling industry brands that want to access the participants with the strongest enthusiasm for serious cycling. Anyone who wants to test their legs can opt to participate in the challenge by riding as fast as they can over designated timed segments on course. The fastest overall male and female participants win the coveted Polka Chicken jersey. The results are also broken down by age, with prizes awarded to the winners in every group.

Benefits:

- Logo placement on winners' Polka Chicken jerseys
- Branded display at Packet Pickup
- Logo placement on signage on course and participant event specific course maps
- Logo placement on Farmtoforkfitness.com and in direct emails to participants with Segment Challenge instructions
- Your company's supplied products as the contest prizes
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class participant welcome bags, and social media contests
- Royalty-free professional photographs featuring your company's presence at the events



Benefits Exclusive To Series Sponsor

Series sponsorship includes additional logo placement:

- Every page of Farmtoforkfitness.com
- E-mail newsletters
- Start/finish line banners

AID STATION SPONSOR

\$1,000 per aid station

\$3,000 for one aid station at each event in the series



Gourmet aid stations are a signature feature of Farm to Fork Fondo. Sponsoring this portion of our events is a prime opportunity for premium food brands to connect with our high-income, health-conscious demographic, and for brands that consider affiliation with agriculture a vital component of their identity.

Benefits:

- Local chefs produce unique gourmet hors d'oeuvres featuring your product paired with ingredients from our partner farms, served at the farm
- Branded display at aid station
- Three branded fitted tablecloths per aid station
- Two branded 10x10 tent backdrops per aid station
- Preferred space at venue expo or aid stations for product demonstrations or other experiential activation
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class participant welcome bags, and social media contests
- Royalty-free professional photographs featuring your company's presence at the events

Benefits Exclusive To Series Sponsor

Series sponsorship includes additional logo placement:

- Every page of Farmtoforkfitness.com
- E-mail newsletters
- Start/finish line banners

"We love the way they use food to bring together so many of the things we care about – small farms, open space, adventure sports, and the pleasure of being together in the presence of good flavor."

—partner Egg Restaurant



GOURMET MEAL SPONSOR

\$750 per Meet the Farmer Dinner or Post-Ride Barbecue
\$2,500 for all the dinners or barbecues in the series

Gourmet farm-to-table meals are hallmarks of every Farm to Fork Fondo event, and a unique draw for many of our health-conscious and high-income participants. We work with local caterers to design unique and high-quality menus that highlight what's special about the agriculture in each of our host communities. Sponsoring this portion of our events is a way to affiliate your brand with local chefs, the support of local agriculture, and artisanal food.

Benefits:

- Local chefs produce unique gourmet meals featuring your product paired with ingredients from our partner farms
- Prominent branding at the buffet or meal entrances
- Branding on menu cards or menu boards
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class participant welcome bags, and social media contests
- Royalty-free professional photographs featuring your company's presence at the events

Benefits Exclusive To Series Sponsor

Series sponsorship includes additional logo placement:

- Every page of Farmtoforkfitness.com
- E-mail newsletters
- Start/finish line banners

"Farm to Fork Fondo was such a fun series to sponsor! The events were impeccable and each ride had a great turnout. Tyler and the Wrenegade Sports team are a pleasure to work with!"

—Julia Meck, Director of Branding & Events, Maple Hill Creamery



À LA CARTE ADDITIONS



All of our sponsors are welcome to increase their promotional presence at our events with the following additions:

Branded promotional items:

- EZ-Up tent backdrops: \$250 each
- Start/finish chute barrier covers: \$200 each
- Start/finish feather flags: \$250 each
- Fitted table cloths: \$250 each
- Support vehicle magnets: \$200 per pair
- 150' fence coverings: \$1,000
- Banners: \$100 each
- Social media post: \$50 each



"It was an incredibly well-run event. You were made feel special at every point from check in to rest stops to the finish line. It has been one of the most rewarding rides I have been on in the last few years, and it was a blast to see all of the farms!"

– Farm to Fork Fondo participant



FINISHER BREW PARTNER

- In-kind product donation
- One beverage per participant

Donating your company's beer or cider to Farm to Fork Fondo is an effective way to build brand awareness and loyalty among our valuable participant demographic. This is an opportunity for your brand to help riders celebrate the scenic miles traveled. We include your logo in our extensive outreach and you deliver your product into the hands of our thirsty participants on event day. Each participant 21 or older will have the opportunity to indulge in a complimentary Finisher Brew during the post-ride Farm to Fork Barbecue.

Benefits:

- Prominent placement at the event venue post-ride Farm to Fork Barbecue
- Ability to exclusively sell additional beer to thirsty participants of age
- Your company featured in the Farm to Fork Fondo Finisher Brew blog and email
- Social media co-promotion
- Logo placement on event page at Farmtoforkfitness.com



SUPPORTING PARTNER

In-kind product MSRP value minimum:
\$500 in-kind per event or \$1,500 in-kind for the series



Donating your company's product to Farm to Fork Fondo is an effective way to build brand awareness and loyalty among our valuable participant demographic. We deliver your product to the hands of our participants and follow it up by including your logo in our extensive outreach. Aid stations and course support vehicles can be stocked with food and beverage product.

Benefits:

- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class participant welcome bags, and social media contests
- Logo placement on event page at Farmtoforkfitness.com

Benefits Exclusive To Series Sponsor

Series sponsorship includes additional logo placement:

- Every page of Farmtoforkfitness.com
- E-mail newsletters
- Start/finish line banners





HOST COMMUNITY SPONSOR

\$100 - \$1,000 per event or
\$1,500 - \$3,500 for the series

The Host Community at Farm to Fork Fondo allows local farms, nonprofits, and community groups to raise awareness of the good work they do for the event host community. Your sponsorship of the Host Community provides volunteer teams with t-shirts, lunches, and additional cash prizes, leveraging an estimated \$50,000 in charitable contributions made to Volunteer Teams in 2022.

Sponsor Benefit	Supporting \$100	Event Sponsorship Featured \$500	Title \$1,000	Series Sponsorship Featured \$2,500	Title \$5,000
Logo: event page Farmtoforkfitness.com	●	●	●	●	●
Logo: sponsorship page FarmCommunityFund.org	●	●	●	●	●
Festival Market vendor booth	●	●	●	●	●
Provide lunches to Volunteer teams	1	3	3	8	16
Logo: lunch sponsor cards	●	●	●	●	●
Provided marketing collateral in all participant welcome bags	●	●	●	●	●
Social media post		1	2	8	16
Logo: volunteer t-shirt		●	●	●	●
Logo: Host Community display at venue		●	●	●	●
Increase cash prize fund			\$500	\$1,500	\$2,500
Logo: all pages Farmtoforkfitness.com			●	●	●
Royalty-free professional photographs featuring your company			●	●	●
Host Community naming rights			●		●
Logo: all Farmtoforkfitness.com pages					●
Logo: start/finish line banners					●
Logo: e-mail newsletters					●
Pre-ride announcement					●

VOLUNTEER EXPERIENCE



"Do you Femelschlag?" NJ Audubon promotes healthy forestry practices



Raising awareness of local farms and initiatives



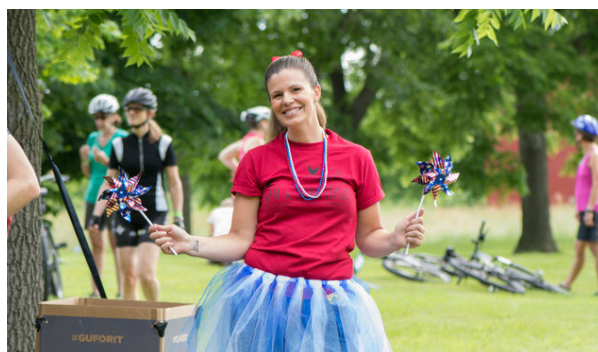
More than \$45,000 donated through the Host Community in 2018



The Host Community is a fun day of helping out, thank you to all the volunteers



Donate to the Host Community to save a camel



Community groups rock team spirit

PARTNER BRANDS

A selection of current and previous series and event sponsors





“As cyclists, it is natural for us to support land owners who preserve the open space that we enjoy so much on our bicycles and who use that land to grow food that can make us better athletes and healthier people. I want people to get on their bikes, experience beautiful iconic farmland, meet hardworking farmers, learn about the pressures that these farms face, and have a great time in the process.”

– TYLER WREN, FOUNDER OF FARM TO FORK FONDO

CONTACT US



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please contact us at
Sponsorship@FarmtoFork.Fitness.com