

# FARM TO FORK FONDO

production of  
**WRENEGADE**  
sports

FARM TO FORK FONDO  
*Happy Tummies Ride Local*  
2017 Sponsorship Deck



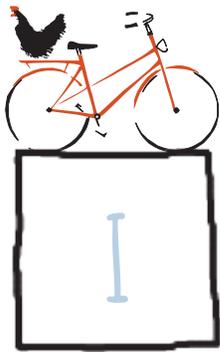
# WRENEGADE

sports



"When I retired from my 13 years of professional cycling I wanted to do something meaningful, something that would allow me to share some of the best parts of this amazing sport with the world in way that could have a positive social impact, while still being just plain fun."

– TYLER WREN, FOUNDER OF WRENEGADE SPORTS

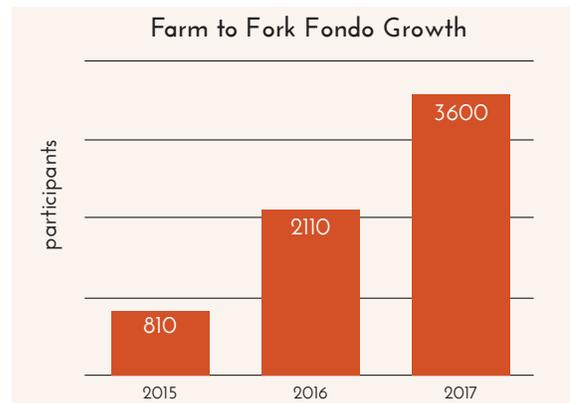


I founded the Farm to Fork Fondo series in 2015 after retiring from my 13-year career in professional cycling, with the goal of celebrating and supporting the symbiotic relationship between cyclists, farmers and beautiful open space. I'm proud to say that Farm to Fork Fondo has grown into the premier cycling event series in the United States, with six events scheduled throughout the northeastern United States for 2017.

Farm to Fork Fondo is an opportunity to associate your brand with an active lifestyle, community engagement, and the support of local agriculture. Featuring a compelling mix of beautiful rural scenery, delicious local food, authentic farm experience, and concierge-level treatment, our events appeal to cyclists of all ability levels.

Beyond creating a welcoming environment to encourage physical fitness and to experience new flavors and beautiful landscapes, part of our mission is to make a positive impact on the vibrant rural communities that host our events. With the 2016 editions of Farm to Fork Fondo, we contributed \$15,752 to local organizations and generated an estimated \$1.75 million in total economic impact in our host communities of Hudson Valley, Vermont, Pennsylvania Dutch country and Maine.

Over the next several years we plan to expand Farm to Fork Fondo by continuing to enter new geographic markets and to increase our pace of growth. Our team is continually striving to evolve and differentiate ourselves in the marketplace, including our innovative partnerships with companies that share our goals and values.



We have a wide range of sponsorship options, and we invite you to be a part of this exciting journey. As a partner, we want to understand your marketing goals, and explore how you can make the most of your relationship with Wrenegade Sports and the Farm to Fork Fondo series.

For sponsorship inquiries, please contact us at (518) 662-0211 or [Sponsorship@WrenegadeSports.com](mailto:Sponsorship@WrenegadeSports.com).

Tyler Wren

# 2017 SERIES SCHEDULE

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Hudson Valley | June 11: Pennings Farm, Warwick, NY

Finger Lakes | June 25: Finger Lakes Cider House, Interlaken, NY

Vermont | July 16: Riverside Farm, Pittsfield, VT

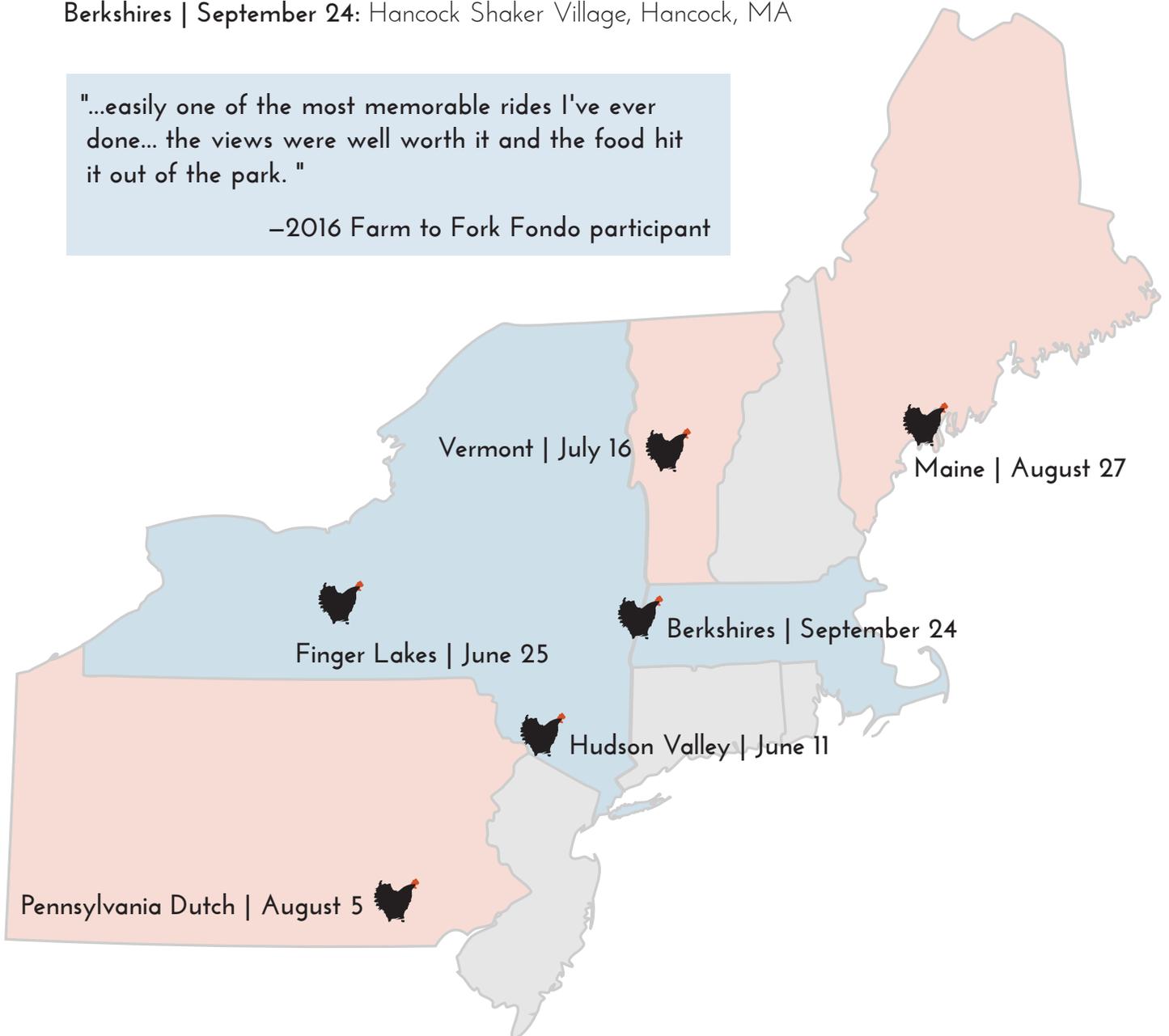
Pennsylvania Dutch | August 5: The Country Barn, Lancaster, PA

Maine | August 27: Wolfe's Neck Farm, Freeport, ME

Berkshires | September 24: Hancock Shaker Village, Hancock, MA

"...easily one of the most memorable rides I've ever done... the views were well worth it and the food hit it out of the park. "

—2016 Farm to Fork Fondo participant



# PARTICIPANT EXPERIENCE

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*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*



*Being treated like a pro*



*Exploring beautiful bucolic landscapes*



*Enjoying chef-prepared treats made with ingredients from each farm*

# PARTICIPANT DEMOGRAPHICS

Farm to Fork Fondo attracts a broad range of participants, from seasoned cyclists to beginners who have never participated in an organized ride. At Wrenegade Sports, 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.

## 2016 Participant Demographics

- 2,119 participants (estimated 3,600 in 2017)
- An average of 28 states represented at each event
- Average age: 45
- 43% Female (15% of USA Cycling members are women; 23% of Bicycling Magazine subscribers are women)
- Average annual household income level: \$142,418



**Meet Verna:** After 19 years away from cycling, Verna dusted off an old bike and participated in the 10-mile Ramble Ride at the 2015 Farm to Fork Fondo - Vermont.



Since then, Verna has been inspired to live more healthily and has:

- Graduated from her old mountain bike to a brand new road bike
- Started making a family activity of riding with her husband and two sons
- Completed a 35-mile Piccolo and 55-mile Medio course at 2016 Farm to Fork Fondo events
- Registered for a winter spin class and a cyclocross event

# MARKETING REACH

**Earned Media:** Farm to Fork Fondo has been featured in prominent outdoor, culinary and agricultural publications, both regionally and nationally.

**Bicycling**

The Boston Globe

Lancaster Farming

**MEN'S FITNESS**

**Men's Health**

**modern farmer**

**Outside**

**ROAD BIKE**  
ACTION MAGAZINE

"Bucolic scenery and delicious food stops... almost like France, but without the language barrier."  
– Bicycling Magazine

## FarmForkFondo.com

- 55,000+ sessions May through August 2016
- Averages 750+ daily page views, with a total of 225,000+

## E-mail newsletter

- Over 20,000 subscribers, segmented by market area
- 433,566 direct e-mails sent in 2016, with 92,379 opens

## Social

- @WrenegadeSports
- Nearly 7,000 social media followers on Facebook, Twitter, and Instagram

## Events

- Delivered 20,000+ printed promotional materials to hundreds of Northeast cycling clubs, endurance events and bike shops
- Presence at 6 regional consumer endurance sports expos with more than 75,000 total attendance

## Advertising

- Distributed press releases locally and nationally via Endurance Sports Wire and regional tourism partners
- Radio ads and highway billboard through our regional tourism partners
- Paid advertising during the summer 2016 season reached over 400,000 users throughout the Northeastern United States and Southeastern Canada.



# TITLE SPONSOR

\$25,000 for the series

Title sponsorship is a turnkey opportunity to take advantage of every branding opportunity available throughout the 2017 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 2017 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 branded event promotional materials such as start/finish chute fencing, inflatable start/finish line arch, feather flags, fitted table cloths, EZ-Up tents, tent backdrops, etc.
- Prominent display of supplied prizes at pick-a-prize raffle tables
- 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
- 2-page spread advertisement in the 2017 Farm to Fork Fondo Program, and additional featured content (e.g. recipes)
- 18 Fondo ride entries
- 18 Gourmet Farm Dinner tickets
- Signed, framed 2017 Farm to Fork Fondo commemorative jersey
- Royalty-free professional photographs featuring your company's presence at the events
- 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 deluxe welcome bags





## Title Sponsor Logo Placement

Sponsor logo will be incorporated into the 2017 Farm to Fork Fondo series logo, and receive commanding placement on all official event materials including:

- Top of every page of FarmForkFondo.com (average 750+ page views per day)
- Participant t-shirts
- Commemorative jerseys
- Participant welcome bags
- Program guides (4,000 ct.)
- Rally towels
- Number plates
- Finisher prizes
- Start/finish line banners
- All promotional materials including postcards and posters
- E-mail newsletters reaching over 20,000 subscribers





# FEATURED PARTNER

\$10,000 for the series

Our Featured Partners 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 (e.g. The Colavita Gourmet Farm Dinner or the Bianchi Pro Rider Bicycle Skills Clinic)
- 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 deluxe welcome bags
- Prominent display of supplied prizes at pick-a-prize raffle tables
- Social media co-promotion, including contests with supplied prizes
- Full page ad in the 2017 Farm to Fork Fondo Program
- (12) Fondo ride entries
- (12) Gourmet Farm Dinner tickets
- 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

## Featured Partner Logo Placement

- Every page of FarmForkFondo.com (average 750+ page views per day)
- Participant t-shirts
- Participant welcome bags
- Program guides (4,000 ct.)
- Rally towels
- Number plates
- Finisher prizes
- Start/finish line banners
- Marketing collateral including postcards and posters
- E-mail newsletters reaching over 20,000 subscribers



Local farmers gave riders a memorable send off at each 2016 event by leading the field in a New Holland tractor.



Entryway branding at the Colavita Gourmet Farm Dinner at 2016 Farm to Fork Fondo - Maine



Selecting the winner of Bianchi's bike giveaway was one of the most highly anticipated moments at each 2016 Farm to Fork Fondo event.



# GOURMET AID STATION SPONSOR

\$1,000 per aid station  
\$4,000 for one aid station at each event in the series  
\$25,000 for every aid station 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
- Prominent branded promotional materials at each aid station
- 3 branded fitted tablecloths per aid station
- 2 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 deluxe welcome bags, social media contests, and/or pick-a-prize raffles
- Royalty-free professional photographs featuring your company's presence at the events

## Aid Station Series Sponsor Logo Placement

Series sponsorship includes additional logo placement:

- 2017 Farm to Fork Fondo series program guide (4,000 ct.)
- Every page of FarmForkFondo.com (average 750+ page views per day)
- E-mail newsletters reaching over 20,000 subscribers
- 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."

—2015 & 2016 partner Egg Restaurant

# VOLUNTEER COMPETITION SPONSOR



**Title Sponsor: \$2,000 per event or \$12,000 for the series**  
**Supporting Sponsor: \$500 per event or \$3,000 for the series**  
\*Smaller donations are also encouraged

Every dollar contributed through Volunteer Competition sponsorship is donated to local organizations in the communities that host Farm to Fork Fondo events. Wrenegade Sports will cover the cost of branded volunteer materials (t-shirts and oversized checks that prominently feature your brand's logo), so 100% of your sponsorship dollars will be donated.

At each Farm to Fork Fondo event, all the volunteers are assigned to teams that each represent a different area non-profit organization or community group. Teams compete by making sure each and every cyclist has an awesome day by supporting and interacting with participants in creative, enthusiastic and memorable ways. Participants vote for the team that had the biggest positive impact on their day and that voting determines the size of the cash donations we give.

## Benefits:

### TITLE SPONSOR

- Naming rights to the Volunteer Competition (e.g. [Your Company Name] Volunteer Competition)
- Commanding logo placement on volunteer t-shirts and oversized checks used to present donations to local community groups.
- Display space at venue expo
- Your company's social media accounts will be tagged in posts involving the 2017 Volunteer Competition and its beneficiaries
- Full page ad in the 2017 program guide
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class deluxe welcome bags, social media contests, and/or pick-a-prize raffles
- Royalty-free professional photographs featuring your company's presence at the events

## Volunteer Competition Title Sponsor Logo Placement

- 2017 Farm to Fork Fondo series program guide (4,000 ct.)
- Every page of FarmForkFondo.com (average 750+ page views per day)
- E-mail newsletters reaching over 20,000 subscribers
- Start/finish line banners

### SUPPORTING SPONSOR

- Secondary logo placement on volunteer t-shirts and oversized checks
- Logo placement at FarmForkFondo.com
- Display space at venue expo



# FARMER GRATITUDE SPONSOR

\$1,000 per event or \$6,000 for the series

The Farmer Gratitude sponsorship is an opportunity for your brand to publicly show appreciation for area farmers, and support our goal of bridging the social disconnect between farmers and consumers. We invite you to propose additional ways for our partnership to create a memorable farm-centric experience, and bolster a mutual understanding between our participants and local farmers.

## Benefits:

- 18 Post-ride barbecue tickets for our local farm partners (2 tickets per farm)
- 2 Post-ride barbecue tickets for company representatives
- Gift bags for each farm partner, branded with your company's logo
- Your company's logo placed on all signage featuring photos of our farm partners, at the primary farm venue, and at every on-farm gourmet aid station
- Display space at venue expo
- Inclusion of provided product and/or marketing collateral in participant welcome bags, First Class deluxe welcome bags, social media contests, and/or pick-a-prize raffles
- Royalty-free professional photographs featuring your company's presence at the events

## Farmer Gratitude Series Sponsor Logo Placement

Series sponsorship includes additional logo placement:

- 2017 Farm to Fork Fondo series program guide (4,000 ct.)
- Half-page ad in program guide
- Every page of FarmForkFondo.com (average 750+ page views per day)
- E-mail newsletters reaching over 20,000 subscribers
- Start/finish line banners

"We loved being a part of Farm to Fork Fondo last year, and it's great to have our Cabot products available for your riders at the rest stops. Thank you so much for including us."

—Beth Kennett, Liberty Hill Farm, Rochester, VT

# COURSE SUPPORT SPONSOR

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



The Course Support sponsor underwrites professional on-course mechanical service, and relief transport for riders who feel unable to finish. 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:

- 5 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
- 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 deluxe welcome bags, social media contests, and/or pick-a-prize raffles
- Royalty-free professional photographs featuring your company's presence at the events
- Logo placement on participant course map handouts, large course map displays and FarmForkFondo.com

## Course Support Series Sponsor Logo Placement

Series sponsorship includes additional logo placement:

- 2017 Farm to Fork Fondo series program guide (4,000 ct.)
- Half-page ad in program guide
- Every page of FarmForkFondo.com (average 750+ page views per day)
- E-mail newsletters reaching over 20,000 subscribers
- Start/finish line banners



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

—2016 Farm to Fork Fondo Participant



## SUPPORTING PARTNER

In-kind product msrp value minimum:  
\$750 per event or \$4,000 for the series

Plus promotion of Farm to Fork Fondo via your social media channels

\*Smaller in-kind donations are also welcome

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 deluxe welcome bags, social media contests, and/or pick-a-prize raffles
- Logo placement on FarmForkFondo.com

### Supporting Partner Series Sponsor Logo Placement

Series sponsorship includes additional logo placement:

- 2017 Farm to Fork Fondo series program guide (4,000 ct.)
- Every page of FarmForkFondo.com (average 750+ page views per day)
- E-mail newsletters reaching over 20,000 subscribers
- Start/finish line banners



# 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: \$200 each
- Start/finish chute barrier covers: \$150 each
- Start/finish feather flags: \$250 each
- Fitted table cloths: \$200 each

## Program guide advertisements:

- Full page ad: \$300
- Half-page ad: \$200



"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!"

—2016 Farm to Fork Fondo participant

# SPONSORSHIP PACKAGE SUMMARY

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

## Title Sponsor

\$25,000

## Featured Partner

\$10,000

## Gourmet Aid Station Sponsor

\$1,000 per aid station

\$4,000 for one aid station at each event in the series

\$25,000 for every aid station in the series

## Volunteer Competition Sponsor

\$2,000 per event for title sponsorship

\$12,000 for title sponsorship of the series

\$500 per event for supporting sponsorship

\$3,000 for supporting sponsorship of the series

## Farmer Gratitude Sponsor

\$1,000 per event

\$6,000 for the series

## Course Support Sponsor

\$1,000 per event

\$5,000 for the series

## Supporting Partner

\$750 in-kind donation per event

\$4,000 in-kind donation for the series.



For sponsorship inquiries, please contact us at (518) 662-0211 or [Sponsorship@WrenegadeSports.com](mailto:Sponsorship@WrenegadeSports.com)



"Team Colavita | Bianchi views the Farm to Fork Fondo events as the highlight of the season, when not racing as a team. These events allow for cyclists of all abilities to experience the feeling of community with our pro riders. We are provided with a feeling of community, where we are able to create special connections, make memories, and ultimately enjoy the sport for the pure simplicity of exploring and seeing new places with like-minded people."

—Mary Zider, director Colavita | Bianchi Women's Pro Cycling Team

## 2016 SPONSORS

COLAVITA

 NEW HOLLAND

**Bianchi**





FARM TO FORK FONDO

