



## Lost River Trails Coalition Sponsorship Tiers

The Lost River Trails Coalition (LRTC) is a 501(c)(3) (EIN 87-1195916) nonprofit whose purpose is to create, maintain, and support new and existing trails for use by our community and visitors to Hardy County. LRTC is the primary financial supporter of the Hardy County Cryptids, our community's new youth mountain bike team.

LRTC hosts two annual events to enhance the visibility of the Coalition in and outside Hardy County and fundraise to support its mission: The [Lost River Trail Run](#) (May 4) and the adventure gravel bicycle race, the [Lost River Classic](#) (August 17). Both events have associated operating expenses including food for participants, permits, insurance, marketing, professional timing, etc. With the generous support of local Hardy County businesses to offset many of these costs, the majority of registration revenue goes directly to support our mission. These events would not be as financially successful without sponsorship.

Sponsorship of both the Lost River Trail Run and Lost River Classic is a package, with tiers listed below. Associated dollar amounts reflect direct cash and in-kind contributions (for example, donations of food or other supplies).

Tier	1	2	3	4
<b>Contribution</b>	Under \$100	\$100-249	\$250-499	\$500+
<b>Social media promotion*</b>	X	X	X	X
<b>Logo on LRTC website and registration pages</b>	X	X	X	X
<b>Logo on event T-shirt</b>		X	X	X
<b>Logo on podium banner</b>				X
<b>Logo on LRTC cycling jersey (in development)</b>				X

\* Volume of social media promotion varies based on tier. Larger sponsors are promoted more often.