



Saturday, July 9, 2011
Gran Fondo Alleghany Highlands
Covington & Clifton Forge, VA

Sunday, July 10, 2011
The Alleghany Mountain Challenge
Clifton Forge, VA

Sponsorship Information

Event description: Two-day, mass-participatory, road-bicycling extravaganza

Location: Start/finish areas in Covington and Clifton Forge, VA

Date: July 9 - 10, 2011

Charity goal: Raise \$5,000 for Raisin Hope Foundation

Participants: 500+ riders and streets lined with spectators

Organizer: SportVista, LLC

Website: www.sport-vista.com

Contacts: Brock Foreman, Sponsorship Director
207-233-7968
brock.foreman@gmail.com

Matthew Buttermann, Executive Director
mbuttermann@sport-vista.com

Event Background

Overview: A Fantastic Bike Race Just Got Better

The Alleghany Highlands Cycling Festival builds upon our success last year launching the first-ever Gran Fondo Alleghany Highlands, a tough 105-mile mountain race. (Think of a Gran Fondo as a sort of marathon for road bicyclists.)

This year, the Gran Fondo Alleghany Highlands will be back and bigger than before on Saturday, July 9. And we're adding a new event to the roster called the Alleghany Mountain Challenge on Sunday, July 10, which will feature a notoriously-difficult climbing course and a thrilling mountain-top finish.

Event Schedule

Saturday, July 9 - 8 AM - *The Second Annual Gran Fondo Alleghany Highlands*

This event will showcase the amazing terrain and friendly people of the Alleghany Highlands. The race will start in Covington with a thrilling finish in Clifton Forge. Riders can choose one of three route lengths (35, 65 and 105 miles). The longer two offer an ambitious challenge: The 3,000 ft. Warm Springs Mountain. The race will feature electronic chip timing, course support from the Virginia State Police and local sheriff's departments, plentiful food and water stations and finishers' medals to commemorate a memorable and rewarding day of cycling.

Saturday afternoon/evening - *Finish Line Festival*

The town of Clifton Forge will unroll the red carpet for its two-wheeled guests at the finish of the Gran Fondo. There will be music, food, and local exhibitors in its downtown district. Event patron and featured cyclist Saul Raisin will be on hand to sign copies of his book, *Tour de Life*, and a screening of two cycling-themed movies by Virginia-based filmmakers will take place as riders recover from their efforts.

Sunday, July 10 - 8 AM - *The Alleghany Mountain Challenge*

Courageous cyclists will rise early to beat the summer heat on a seven-mile course up the Category One climb of Warm Springs Mountain to its 3,000-ft. summit. Riders of all ability levels and age groups will be timed individually on the course for the chance to win a variety of cash and merchandise prizes. Will anyone be able to beat the course record set by Colombian cyclist Javier Zapata during a stage of the 2007 Tour of Virginia pro race?

The Alleghany Highlands Cycling Festival is a one-of-a-kind event for participants and spectators alike. We envision this new, two-day festival as a must-do event for all road-bike enthusiasts in throughout region. **Will you join us?**

Testimonials from the 2010 Alleghany Gran Fondo



Based on our overwhelmingly positive feedback from last-year's participants, our expanded two-day Alleghany Highlands Cycling Festival is poised for success. Word of mouth is spreading, and we expect even more riders in 2011. But don't just take our word for it. Here's what others are saying:

Great event! Well run and super hospitality all around. We'll be back next year!

--Steve Patterson, Virginia Beach, VA

Y'all did a fine job! Great course and a super day for riding. The best-organized ride I've done all year!

--Jon Hazen, Lynchburg, VA

The volunteers on the course were top notch. The hospitality was second to none, too. This event is really wonderful. --Danielle Robinson, Richmond, VA

Even though I live just 30 minutes away, it wasn't until riding the Alleghany Gran Fondo that I realized just how beautiful the Alleghany Highlands region is. As a result of these impressions, my wife and I have decided to purchase land in Alleghany County. Way to go, AGF! --Stratton Delany, Roanoke, VA

About Raisin Hope Foundation



The Alleghany Highlands Cycling Festival is a benefit event for the Raisin Hope Foundation, a non-profit organization dedicated to helping the survivors of traumatic brain injury, and to assisting the family members of these survivors.

The foundation was begun by former professional cyclist Saul Raisin, who suffered a life-threatening brain injury in a bicycle race in France, but eventually made a miraculous recovery from his injury thanks to the love, help and support of many people. Providing this level of support necessary to deal with the effects of brain injury and the life-altering changes it makes necessary is Saul's personal mission through the Raisin Hope Foundation.



Your sponsorship of the Alleghany Highlands Cycling Festival will help to defray the production costs of the event, and make our benefit to the Raisin Hope Foundation greater. Our goal for 2011 is to raise \$5,000.

Saul Raisin came to the inaugural Gran Fondo Alleghany last year, and he returns again in 2011 with his message of inspiration, hope, and his inimitable spirit for life. He'll be speaking to local groups in the region and meeting and helping TBI survivors.

Saul's also not too shabby on his bike, and is training for the 2011 Ironman Triathlon. Expect to see him riding our festival's Gran Fondo event this year!

About SportVista, LLC

We Create World-Class Cycling Events



SportVista is a Virginia-based sport and event management company. We have organized many successful cycling events including the past Tour of Shenandoah and Tour of Virginia races and current events like the Alleghany Highlands Cycling Festival.

We are dedicated to health promotion and economic development for the communities and municipalities we serve, and to premium experiences and lasting memories for our event participants. We typically mobilize more than 200 volunteers, local and state police, fire and rescue and medical workers, and staff to keep our events rolling. Our race committee, headed by Executive Director Matthew Buttermann, has nationwide sports and cycling event management experience. We have the best public relations and marketing team in our industry to promote our events, venues, and sponsors.

In sum, we know what it takes to launch and produce successful events, and we look forward to creating exceptional experiences for participants, spectators, and our sponsorship partners.

Sponsorship Opportunities - Alleghany Highlands Cycling Festival - July 9 - 10, 2011

Sponsorship Level	Benefits	\$ Amt / Value
Presenting \$7,500 or above	<ul style="list-style-type: none"> • Event-naming rights • Most prominent brand placement on all event marketing communications, including website, advertisements, banners, podium backdrop, brochures, press releases, race announcements and e-mail broadcasts • Sponsor branding on jersey and merchandise • Booth display rights at start and finish areas • Full VIP access during event • "Schwag" package 	\$ _____
Gold \$2,500 - \$7,499	<ul style="list-style-type: none"> • Second-level brand placement on all event marketing communications, including website, advertisements, banners, podium backdrop, brochures, press releases, race announcements and e-mail broadcasts • Second-level branding on jersey and merchandise • Booth display rights at start and finish areas • "Schwag" package 	\$ _____
Silver \$1,500 - \$2,499	<ul style="list-style-type: none"> • Third level brand placement on all event marketing communications, including website, advertisements, banners, podium backdrop, brochures, press releases, race announcements and e-mail broadcasts • "Schwag" package 	\$ _____
Bronze \$500 - \$1,499	<ul style="list-style-type: none"> • Third-level brand placement on website • Banner placement rights at all events • Booth display rights at start and finish areas • "Schwag" package 	\$ _____
Product Sponsor \$500 or greater value	*Describe product donation:	Value _____

Charitable Donation	Raisin Hope Foundation	\$ _____
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Payment Enclosed: YES / NO	Total Contribution: \$ _____
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Contact Name:	Title:
Company:	Address:
Phone:	Email:

Please print and fill out this form and snail mail to SportVista, LLC, 4900 Three Chopt Road, Troy, VA 22974.

Questions? Contact Brock Foreman, Sponsorship Director, 207-233-7968 / brock.foreman@gmail.com.