



MISSION STATEMENT

To cast a wide net of activities, entertainment, and diverse opportunities to showcase Storm Lake to encourage return visits.

Dear Prospective Storm Lake RAGBRAI Donor/Sponsor,

Storm Lake has an exciting opportunity to host more than 25,000 guests on Sunday, July 23rd when RAGBRAI® comes to town after the first leg of the 50th anniversary ride. For the event to be successful and to showcase our amazing community, we need your support.

With the influx of visitors, we need to show all visitors a great time, provide appropriate facilities to keep our community beautiful, and offer amenities to our guests. Some of our needs include showers, portable toilets, transportation, campgrounds, entertainment, and security.

Our goal is to cover the costs of the event, which we project to be \$250,000. **Donations of any amount are welcome.** In addition to individual donations, we will be seeking sponsorships from local businesses and organizations. Sponsorships will generate awareness for your business or organization and support all of Storm Lake RAGBRAI "behind the scenes" costs and activities.

Your donations and sponsorships will have an effect long after the riders pedal out of town. A positive experience means more visitors, day-trippers and shoppers will return to Storm Lake in the future! Your donation is an investment in Storm Lake's brand and will support and elevate our community's position as a vacation and shopping destination.

Sponsorship Levels

Friend of Storm Lake RAGBRAI: \$250 to \$499

- Name listed "Our Sponsors" page and recognition on Storm Lake RAGBRAI social media channels (Facebook and Instagram)

Copper: \$500

- Business listed on "Our Sponsors" page, recognition on Storm Lake RAGBRAI social media channels (Facebook and Instagram) and inclusion in the Digital RAGBRAI Guide

Bronze: \$1,000

- Business logo placed on information center signage
- Business listing in newspaper ads
- Logo placement on Storm Lake RAGBRAI® sponsors page, individual recognition / profile on Storm Lake RAGBRAI social media channels (Facebook and Instagram) and inclusion in Digital RAGBRAI Guide

Silver: \$2,500

- Business logo on information center signage
- Logo recognition in newspaper ads
- Logo placement on Storm Lake RAGBRAI sponsors page, individual recognition / profile on Storm Lake RAGBRAI social media channels (Facebook and Instagram) and inclusion in Digital RAGBRAI Guide
- 5 official Storm Lake RAGBRAI t-shirts and 5 official Storm Lake RAGBRAI stickers

Gold: \$5,000

- Four (4) VIP seats at the main entertainment event which includes raised seating, free drinks, and a separate restroom
- Business logo placed on digital display near the entertainment venue
- Business logo on information center signage
- Logo recognition in newspaper ads
- Recognition in SL RAGBRAI radio advertisements
- Logo placement on Storm Lake RAGBRAI homepage, individual recognition / profile on Storm Lake RAGBRAI social media channels (Facebook and Instagram) and inclusion in Digital RAGBRAI Guide
- 10 official Storm Lake RAGBRAI t-shirts and 10 official Storm Lake RAGBRAI stickers

Platinum: \$7,500

- Six (6) VIP seats at the main entertainment event which includes raised seating, free drinks, and a separate restroom
- Business Logo on Storm Lake RAGBRAI maps
- Business logo placed on digital display near the entertainment venue
- Business logo on information center signage
- Logo recognition in newspaper ads
- Recognition in SL RAGBRAI radio advertisements
- Logo placement on Storm Lake RAGBRAI homepage, individual recognition / profile on Storm Lake RAGBRAI social media channels (Facebook and Instagram) and inclusion in Digital RAGBRAI Guide
- 15 official Storm Lake RAGBRAI t-shirts and 15 official Storm Lake RAGBRAI stickers

Donations of any amount are appreciated.

If you have questions regarding sponsorships, please contact either of our Sponsorship/Fundraising Chairs:

Steve Brashears - sbrash20@gmail.com

Tony Pertzborn - tony@sppinsurance.com

Checks should be made out to **Storm Lake RAGBRAI Committee** and should be sent to:

*Storm Lake RAGBRAI Committee
Attn: Tyler Gibbins
PO Box 1086
Storm Lake, IA 50588*

Thanks for your support,

Storm Lake RAGBRAI Executive
Committee