



SPONSORSHIP PACKAGES

2025 OPPORTUNITIES



We are thrilled to invite you to the 3rd Annual Mooresville Fondo, which will return to Downtown Mooresville on September 7, 2025. Building on the success of our inaugural event in 2023, in 2024, we grew our event by over 48% and had **over 300 cyclists** from across the Carolinas, Virginia, and beyond. We aim to unite the community, promote wellness, and support vital causes.

Last year's event made a significant impact and achieved substantial reach, garnering over **25,000+ impressions on Facebook and Instagram** through proactive social media postings and advertising. The 3rd Annual Mooresville Fondo will continue to support the American Foundation for Suicide Prevention (AFSP) and the Top of the Lake Rotary. Contributions will aid AFSP's mission to save lives, offer hope to those affected by suicide, and bolster the Rotary's local and international humanitarian efforts.

By sponsoring this growing event, your organization will gain extensive exposure and connect with a dedicated cycling community while making a lasting difference in local and global communities. We anticipate an even more diverse group of cyclists and spectators this year, offering unparalleled opportunities for brand visibility.

Your support is crucial for the success of this event and the betterment of countless lives. We look forward to partnering with you for the 3rd Annual Mooresville Fondo and exploring the potential sponsorship opportunities.

BENEFITTING



PRESENTING SPONSOR

\$10,000

1 OF 3 AVAILABLE

- Listed as a Presenting Sponsor in all Pre & Post media
- Business name and info mentioned in a press release

- Display Space at the Venue
- Logo/Name on Event Banner and/Signage



- Logo/Name on Event Banner and/Signage
- Display Space at Venue

SUPPORTING SPONSOR

\$7,500

1 AVAILABLE

REST STOP SPONSOR

\$5,000

5 AVAILABLE

- A prominent, branded banner with the sponsor's logo at a rest stop along the official course.
- Display space at the Venue
- Opportunity to provide a team of volunteers to work one (1) rest stop

FINISH LINE SPONSOR

\$2,500

4 AVAILABLE

- Prominent logo at the finish line sign & brand exposure in the general area surrounding the finish line.
- Display Space at the Venue

CYCLIST SUPPORT SPONSOR

\$1,500

15 AVAILABLE

- Logo/Name on Event Banner and/Signage
- Display Space at the Venue

*SPONSOR PACKAGES ALSO INCLUDE

- Sponsor company's logo on the official Mooresville Fondo commemorative t-shirt, given to each registrant
- Sponsor's logo/name on select advertising associated with the Mooresville Fondo
- Sponsor's linkable logo on the Mooresville Fondo Website
- Opportunity to provide branded merchandise and/or materials in each cyclist's bag at Registration

HOMETOWN HERO

- Sponsor's name listed on the official 2025 Mooresville Fondo commemorative t-shirt, given to each registrant
- Sponsor's linkable logo on the Mooresville Fondo website

\$1,000

COMMUNITY ADVOCATE

- Sponsor's linkable logo on the Mooresville Fondo website

\$500



2025 GIFTS IN-KIND OPPORTUNITIES

In lieu of cash sponsorship, if your company or organization is willing to fund the purchase or donate the following items to Mooresville Fondo, we will, in turn, recognize you as a sponsor either on those items (via logo/ name placement) or on select marketing in association with those items. Thank you!

- ▶ Print production sponsor (large scale items – e.g., banners, signage)
- ▶ Coolers
- ▶ Water Bottles (Qty 1,000±)
- ▶ Live Music/Entertainment
- ▶ Pop-Up Tents (10x10)
- ▶ T-Shirts
- ▶ SAG/Technicians
- ▶ Food & Beverage Products (Rest Stop Food, Rider Meals, Volunteer Meals)

250 FOR \$250

FOR BUSINESSES OR INDIVIDUAL DONORS

Be part of the Fondo and help us reach our goal of 250 for \$250

**CAN YOU IMAGINE IF WE ACHIEVE THIS GOAL? THAT'S
\$62,500 RAISED!**

You will receive recognition on our Mooresville Fondo website for your donation of \$250

SPONSORSHIP LEVELS	PRESENTING	SUPPORTING	REST STOP	FINISH LINE	CYCLIST SUPPORT	HOMETOWN HERO	COMMUNITY ADVOCATE	250 FOR \$250
NAME ON WEBSITE							★	★
NAME ON T-SHIRT						★	★	
LINKABLE LOGO ON WEBSITE	★	★	★	★	★	★		
SOCIAL MEDIA TAG	★	★	★	★	★			
DISPLAY SPACE AT VENUE	★	★	★	★	★			
MENTIONED IN SELECT ADVERTISING	★	★	★	★	★			
PROVIDE MATERIAL IN REGISTRATION BAG	★	★	★	★	★			
BANNER AT REST STOP			★					
BANNER AT FINISH LINE				★				
LOGO ON BANNER/SIGN AT EVENT	★	★	★	★	★			
LOGO ON T-SHIRT	★	★	★	★	★			
PRESS RELEASE	★							
PRESENTING SPONSOR ON ALL PRE & POST MEDIA	★							
PRESS RELEASE	★							



SUPPORT



Please complete, sign, and return this form with your payment

Via Mail: MOORESVILLE FONDO
PO Box 3811
Mooreville, NC 28117

Scan/Email: moorevillefondo@gmail.com

NAME AS IT SHOULD BE LISTED FOR PROMOTIONS: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT NAME: _____

TITLE/POSITION: _____

PHONE: _____ EMAIL: _____

☐ CHECK HERE IF YOU WOULD LIKE MOORESVILLE FONDO TO COMMUNICATE DIRECTLY WITH THE PERSON LISTED ABOVE ABOUT SPONSOR BENEFITS, EVENT NEEDS, ETC.

IF YOU WOULD LIKE MOORESVILLE FONDO TO COMMUNICATE WITH SOMEONE ELSE, PLEASE COMPLETE THE PORTION BELOW.

NAME: _____

COMPANY, IF DIFFERENT FROM ABOVE: _____

PHONE: _____ EMAIL: _____

SPONSORSHIP LEVEL (CHECK ONE):

- | | |
|--|--|
| <input type="checkbox"/> PRESENTING SPONSOR \$10,000 | <input type="checkbox"/> CYCLIST SUPPORT SPONSOR \$1,500 |
| <input type="checkbox"/> SUPPORTING SPONSOR \$7,500 | <input type="checkbox"/> HOMETOWN HERO SPONSOR \$1,000 |
| <input type="checkbox"/> REST STOP SPONSOR \$5,000 | <input type="checkbox"/> COMMUNITY ADVOCATE \$500 |
| <input type="checkbox"/> FINISH LINE SPONSOR \$2,500 | <input type="checkbox"/> 250 FOR \$250 \$250 |

FORM OF PAYMENT (CHECK ONE):

- ☐ BY CHECK (MAKE PAYABLE TO **MOORESVILLE FONDO**)
- ☐ BY INVOICE TO MAILING ADDRESS ABOVE

*A hi-resolution logo (preferably EPS or Vector file) for promotional use must be submitted with this commitment form. In order for your company to have proper placement on all promotional materials as applicable by your sponsorship level, commitment forms, and complete payment must be received by Thursday, August 15, 2025. Commitment forms, payments, and logos received after this date cannot be guaranteed placement on all items you're entitled to but will be placed on all applicable, remaining promotion items.

GIFT IN-KIND SUPPORT



Please complete, sign, and return this form with your payment

Via Mail: MOORESVILLE FONDO
PO Box 3811
Mooresville, NC 28117

Scan/Email: mooresvillefondo@gmail.com

NAME AS IT SHOULD BE LISTED FOR PROMOTIONS: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT NAME: _____

TITLE/POSITION: _____

PHONE: _____ EMAIL: _____

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IF YOU WOULD LIKE MOORESVILLE FONDO TO COMMUNICATE WITH SOMEONE ELSE, PLEASE COMPLETE THE PORTION BELOW.

NAME: _____

COMPANY, IF DIFFERENT FROM ABOVE: _____

PHONE: _____ EMAIL: _____

GIFT INFORMATION:

DATE GIFT RECEIVED: _____ VALUE OF GIFT: _____

HOW WAS THE VALUE DETERMINED:

☐ BY DONOR ☐ IRS QUALIFIED APPRAISER ☐ INTERNET RESEARCH
☐ OTHER (please describe): _____

DESCRIPTION OF GIFT: _____

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