

**THE RIDE FOR OUR VETS SPONSORSHIP LEVELS**



	UNDERWRITING	PRESENTING (\$10,000)	PREMIERE (\$5,000+)	SUPPORTING (\$2,500+)	ASSISTING (\$1,000+)	COMMUNITY (\$500+)	SPONSOR (\$250+)
<b>Marketing Recognition</b>							
Logo on Lawn signs	✓						
Logo on marketing postcard*	✓	✓					
Logo on marketing flyers*	✓	✓					
Prominent logo placement on "Home" and "Sponsorship" Ride webpages	✓	✓					
Logo recognition on every page of the Ride's website	✓	✓	✓	✓	✓	✓	✓
Logo recognition on all marketing e-communications	✓	✓	✓	✓	✓	✓	✓
Name recognition on the registration subsite	✓	✓	✓	✓	✓	✓	✓
Name recognition on registration confirmation emails	✓	✓					
Logo recognition on a featured social media post (Facebook, LinkedIn)	✓	✓	✓	✓			
Logo on full sponsor thank you social media post (Facebook, LinkedIn)	✓	✓	✓	✓	✓	✓	✓
Mention in press advisory / invitation	✓	✓					
Recognition in the "Thank You" e-mail	✓	✓	✓	✓	✓	✓	✓
<b>Event Recognition</b>							
Stage mentions during kick-off comments for each route	✓	✓	✓				
Logo on sponsor signage	✓	✓	✓	✓	✓	✓	✓
Logo on rest stop signage	✓	✓	✓	✓	✓	✓	✓
Opportunity to speak	✓						
Opportunity for a branded giveaway	✓	✓	✓				
<b>Event Apparel</b>							
Logo on Rider Bib	✓						
Logo placement on Rider Jersey*	✓	✓	✓	✓			
Name placement on Rider Jersey*					✓	✓	
<b>Employee Activation Benefits</b>							
Rider Registrations	25	20	15	10	6	4	2
Post-Ride Celebration Entry	✓	✓	✓	✓	✓	✓	✓

To secure your sponsorship please contact **Patrick J Dunn** at [pdunn@ctveteranslegal.org](mailto:pdunn@ctveteranslegal.org).  
 The Connecticut Veterans Legal Center is a 501(c)3 nonprofit agency. Federal Tax ID 27-0963659.

\*Important deadlines:

Marketing Postcard: February 1, 2026, Marketing Flyer: March 1, 2026, Rider Jersey: April 1, 2026