PRESENTING THE 2024

PAL Event Guide

SPONSORSHIP OPPORTUNITIES

palspartanburg.org
Why Partner with PAL?

“YOUR COMMUNITY, YOUR HEALTH, YOUR TRAILS, YOUR PALS” embodies your investment and partnership in reshaping the culture and design of Spartanburg. Each person’s health experiences and challenges are unique. Your support builds a community where everyone matters and health belongs to all.

INVEST IN AN ENTIRE COMMUNITY SYSTEM

TRAIL DEVELOPMENT
Connect neighborhoods, build community and support health.

NUTRITIOUS FOODS
Provide easy and increased access to local, fresh, healthy food.

CHILDHOOD WELLNESS
Foster healthy eating, physical activity, and emotional wellness for students, staff, and families.

ACTIVE SPACES
Build, advocate and promote community play spaces.

Your sponsorship directly supports these efforts. Thank you for connecting neighborhoods and bringing people together to build a stronger, healthier community. We cannot achieve this mission without your generosity.
"Everyone needs someplace they can go to get closer to nature or just to think and reflect on themselves and their lives. I think PAL has done that in bringing the future trail to Highland. It also gives us a chance to get out, to walk or ride a bike or whatever, to be more active. So I greatly appreciate that we are fortunate enough to get that in Highland."

-Wilma Moore
Highland Community Engagement Coordinator, United Way

"I had no idea there were so many trails right here in Spartanburg. The Mary Black Rail Trail is one of my favorite places to run. I went through a tough time in late 2015 and started running as a way to manage stress. The trail was a sort of refuge for me then and continues to offer me a safe place to run each week. Whether I am logging four miles or a half marathon, seeing others on the trail always gives me a boost. The smile of a stranger can go a long way to uplift my attitude and increase my motivation. With the expansion of the trail, I now have a longer route to follow and I am able to enjoy more of the sights and scenery of Spartanburg. Each year since 2015, the Turkey Day 8K has been one of my favorite races as I enjoy the interaction with other runners and members of the community."

-Tasha Thomas
Instructor, USC Upstate

"I had no idea there were so many trails right here in Spartanburg. The Mary Black Rail trail is one of my most favorite trails to walk because my sister and I would walk that trail together before she passed in 2017. I now host a weekly dance fitness class on the fitness pad located on the trail. After our class we will walk the trail together."

-Rebecca Shippy
Founder & Director, Joannercize Fitness & Joanne’s Safe Haven

"The PAL Food Hub is a great resource that supports our small farm by paying fair prices for produce that they turn around and distribute to community members who may have limited access to fresh food."

"Being a part of the PAL Food Hub has been very beneficial for us this season because we’ve been able to sell them our leftover products and the end of the farmers market. This helps us maximize our sales while reducing the amount of unsold produce that might otherwise just end up in the compost pile."

-Erica Fernbach
Farmer, Seven Oaks Farm

"When I moved back to Spartanburg 13 years ago, I met Laura and learned about PAL and the exciting things planned for our community. I had moved home from Atlanta which had a well connected and developed trail system. Over the last 13 years, it’s been awesome to see how far we’ve come since my years growing up here. I’ve run and walked the trails, witness my daughter light up with pride after completing the kids’ ride, made the Turkey Day run a tradition, and felt the energy that the Crit brings to our city. I can’t wait to see what the next years have in store!"

-Aundie Bishop
Medical Group of the Carolinas

(from the community)
Our Events

Criterium Bike Race
April 26, 2024
The Crit is a closed-circuit, multi-lap cycling race that draws cyclists from all over the world to the heart of Spartanburg to compete for a spot on the coveted podium.

There’s a reason nearly 10,000 people have made the fastest night in the Upstate an annual tradition. It’s more than just a bike race, it’s the best party of the year. So that wedding can be pushed back (yes, true story), because there’s tailgating to be done, cowbells to be shook, and lifelong memories to be made.

Jump Jam
October 6, 2024
The Jump Jam takes place at the Vic Bailey Subaru Bike Park, and is Spartanburg’s only BMX event. The Upstate’s best riders compete for the titles of Best Whip, Best Trick, and Best Style.

There are also Kid's Rides, where kids from balance bikes to 12 years old race on custom courses. Join over 200 community members for a family-friendly afternoon at the park!

PAL Party
September 19, 2024
The PAL Party is an opportunity to bring our staff, donors, volunteers, and family members together to celebrate our efforts in creating a happier, healthier Spartanburg County for all.

This outdoor party is fun for the whole family, complete with children’s activities, live music, food and beverages.

This is a fundraising event to support continued trail development, healthy food access, revitalizing community parks, and improved childhood wellness.

Turkey Day 8K
November 28, 2024
This event brings 2,000 people together to get active on an already special Thanksgiving morning.

Complete with a DJ, post-race beverages, and the new Turkey Day Running + Walking Teams, there’s a reason people choose to wobble with us before they gobble!

Grab your favorite turkeys, and come on out to walk, jog, or run the course!

Trail Stewardship Days
6 opportunities throughout the year
Help us create a culture of maintenance and safety for our trails by sponsoring a Trail Stewardship Day!

Taking care of our trails is a crucial element of any trails system, and except for the big stuff like repaving, much of that work can be done by volunteers.

Our volunteers will fight back the ivy, privet, Elaeagnus and other invasive plants species that threaten our trees and our trails. Keeping these trails in good shape means they’ll last and serve as safe places to play for a long time.
**CRITERIUM BIKE RACE**

"My absolute favorite Spartanburg event! Our team looks forward to the CRIT every year."

-Sterling Draper

<table>
<thead>
<tr>
<th>Presenting</th>
<th>Sprint</th>
<th>Paceline</th>
<th>Rouleur</th>
<th>Peloton</th>
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</thead>
<tbody>
<tr>
<td><strong>$35,000</strong></td>
<td><strong>$15,000</strong></td>
<td><strong>$10,000</strong></td>
<td><strong>$5,000</strong></td>
<td><strong>$2,500</strong></td>
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</table>

- Exclusive event naming rights
- Decorated 20 X 40 catered spectator area at S/F line
- TV in tent with live feed
- 10 course-side banners
- Logo on all promotional items, tshirts & jumbotron
- Recognized throughout event
- Option to speak at event
- Designated Social Media Posts
- Mentions in PAL e-blasts
- 12 event shirts
- *Food & drinks for 150 people*

- Funds 180ft in trail construction

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<thead>
<tr>
<th>Exclusive event naming rights</th>
<th>Decorated 20 X 40 catered spectator area near S/F line</th>
<th>Option for TV in tent</th>
<th>8 course-side banners</th>
<th>Logo on all promotional items, tshirts &amp; jumbotron</th>
<th>Recognized throughout event</th>
<th>Option to speak at event</th>
<th>Designated Social Media Posts</th>
<th>Mentions in PAL e-blasts</th>
<th>8 event shirts</th>
<th><em>Food &amp; drinks for 125 people</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Funds 90ft in trail construction</td>
<td>20 X 40 catered spectator area</td>
<td>6 course-side banners</td>
<td>Logo on all promotional items, tshirts &amp; jumbotron</td>
<td>Recognized throughout event</td>
<td>Option to speak at event</td>
<td>Designated Social Media Posts</td>
<td>Mentions in PAL e-blasts</td>
<td>6 event shirts</td>
<td><em>Food &amp; drinks for 100 people</em></td>
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<tr>
<td>Funds 60ft in trail construction</td>
<td>20 X 40 catered spectator area</td>
<td>4 course-side banners</td>
<td>Logo on all promotional items, tshirts &amp; jumbotron</td>
<td>Recognized throughout event</td>
<td>Social Media Posts</td>
<td>Mentions in PAL e-blasts</td>
<td>4 event shirts</td>
<td><em>Food &amp; drinks for 50 people</em></td>
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<tr>
<td>Funds 30ft in trail construction</td>
<td>10 X 20 catered spectator area</td>
<td>2 course-side banners</td>
<td>Logo on all promotional items, tshirts &amp; jumbotron</td>
<td>Recognized throughout event</td>
<td>Social Media Post</td>
<td>2 event shirts</td>
<td><em>Food for 20 people</em></td>
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<tr>
<td>Funds 15ft in trail construction</td>
<td>10 X 20 catered spectator area OR 10 PAL Tent Tickets</td>
<td>2 course-side banners</td>
<td>Company name written on promotional items &amp; t-shirts</td>
<td>Social Media Post</td>
<td>2 event shirts</td>
<td><em>Food for 20 people</em></td>
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APRIL 26 3-9pm

*“My absolute favorite Spartanburg event! Our team looks forward to the CRIT every year.”*

-Sterling Draper
JUMP JAM

“So much fun! Thanks to everyone who made it possible. Can’t wait for the next one.”
-Izabela Rose

OCT 6
2-5pm

Presenting sponsor
Company logo branding trick jump for a year
Opportunity to speak at event
Company provided banner placed in spectator viewing area
On-site DJ to announce your company as the title sponsor throughout event
1 of 3 judges to vote on title winner
Optional company-provided tent space in spectator area
Company logo on all promotional items
Dedicated posts on PAL social media accounts to over 7,000 followers
Mention in weekly e-blasts (3,500 person reach)

$3,500

Kids Ride

Opportunity to speak at event
Company provided banner placed in spectator viewing area
On-site DJ to announce your company as the title sponsor throughout event
1 of 3 judges to vote on title winner
Optional company-provided tent space in spectator area
Company logo on all promotional items
Dedicated posts on PAL social media accounts to over 7,000 followers
Mention in weekly e-blasts (3,500 person reach)

$1,100

Best Whip

Company provided banner placed in spectator viewing area
On-site DJ to announce your company as the title sponsor throughout event
Optional company-provided tent space in spectator area
Company logo on all promotional items
Mentions on PAL social media accounts to over 7,000 followers
Mention in weekly e-blasts (3,500 person reach)

$550

Best Trick

Company provided banner placed in spectator viewing area
On-site DJ to announce your company as the title sponsor throughout event
Optional company-provided tent space in spectator area
Company logo on all promotional items
Mentions on PAL social media accounts to over 7,000 followers
Mention in weekly e-blasts (3,500 person reach)

$550

Best Style

Company provided banner placed in spectator viewing area
On-site DJ to announce your company as the title sponsor throughout event
Optional company-provided tent space in spectator area
Company logo on all promotional items
Mentions on PAL social media accounts to over 7,000 followers
Mention in weekly e-blasts (3,500 person reach)

$550
PAL PARTY
We love celebrating with our PALs!

OCT 12
5-8 pm

Empower
$5,000
Funds 30ft in trail construction
Recognition from speaker at event
Logo on all print materials
Logo on sponsor sign at event
Social Media Posts (Instagram, Facebook & Linked IN)

Develop
$2,500
Funds 15ft in trail construction
Logo on all print materials
Logo on sponsor sign at event
Social Media Posts (Instagram, Facebook & Linked IN)

Grow
$1,000
Funds 6ft in trail construction
Logo on sponsor sign at event
Social Media Posts (Instagram, Facebook & Linked IN)

Nourish
$500
Funds 3ft in trail construction
Name on sponsor sign at event
Social Media Posts (Instagram, Facebook & Linked IN)

Recognition from speaker at event
Logo on all print materials
Logo on sponsor sign at event
Social Media Posts (Instagram, Facebook & Linked IN)

Funds 30ft in trail construction
Funds 6ft in trail construction
Funds 3ft in trail construction

We love celebrating with our PALs!
“This event ties sweet potato soufflé at the top of my favorites list for Thanksgiving traditions. It’s always a great time, and I am truly blessed to be able to move my body.”

-Tasha Thomas

NOV 28
7:30-10am

TURKEY DAY 8K

Funds 30ft in trail construction

Turkey Day 8K naming rights
Logo on all promotional items
Recognition from speaker at event
Social Media Posts (Instagram, Facebook & Linked IN)
Mentions in PAL e-blasts
4 pairs of event socks & long sleeve t-shirts
4 Turkey Day 8K participant spots

$5,000

Funds 4.5ft in trail construction

Logo on all promotional items
Recognition from speaker at event
Social Media Posts (Instagram, Facebook & Linked IN)
Mentions in PAL e-blasts
3 pairs of event socks & long sleeve t-shirts
3 Turkey Day 8K participant spots

$800

Funds 3ft in trail construction

Logo on all promotional items
Social Media Posts (Instagram, Facebook & Linked IN)
Mentions in PAL e-blasts
2 pairs of event socks & long sleeve t-shirts
2 Turkey Day 8K participant spots

$550

Funds 1.5ft in trail construction

Logo on all promotional items
Limited Presence on PAL Social Media Accounts
1 pair of event socks & long sleeve t-shirt
1 Turkey Day 8K participant spot

$300

TURKEY DAY 8K e-blasts
4 pairs of event socks & long sleeve t-shirts
3 Turkey Day 8K participant spots
2 Turkey Day 8K participant spots
1 Turkey Day 8K participant spot

Gravy

Stuffing

Apple Pie

This event ties sweet potato soufflé at the top of my favorites list for Thanksgiving traditions. It’s always a great time, and I am truly blessed to be able to move my body.”

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$800

Funds 3ft in trail construction

Logo on all promotional items
Social Media Posts (Instagram, Facebook & Linked IN)
Mentions in PAL e-blasts
2 pairs of event socks & long sleeve t-shirts
2 Turkey Day 8K participant spots

$550

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Sponsor a Trail Stewardship Day

Sponsoring a Trail Stewardship day supports our efforts to keep our trails and parks in great condition for everyone to enjoy. Our volunteers help to pick up trash and clear invasive species along these treasured community assets and green spaces.

A $100 sponsorship will provide snacks & drinks for our volunteers, as well as go towards necessary tool purchases for our continued invasive species removal work.

Your business will also receive a dedicated ‘thank you’ post on social media for your contribution!

Feb 24th
April 21st
June 1st: National Trails Day
September 21st
October 26th
December 7th: Newt Hardie Birthday Bash

Interested in scheduling a guided trail stewardship opportunity for your team? Send an email to Sophi at sschwartzbauer@palspartanburg.org
SPONSORSHIP FORM

Help advance active living, promote healthy eating, and foster health equity in Spartanburg County.

Company: ____________________________________________

Contact Name: ____________________________________________

Address: ____________________________________________

Email: ____________________________  Phone: ____________________________

Name as to appear on marketing materials: ____________________________

I’D LIKE TO SPONSOR:

☐ Criterium Bike Race
   - Title - $35,000
   - Sprint - $15,000
   - Paceline - $10,000
   - Rouleur - $5,000
   - Peloton - $2,500

☐ PAL Party
   - Empower - $5,000
   - Develop - $2,500
   - Grow - $1,000
   - Nourish - $500

☐ Jump Jam
   - Presenting - $3,500
   - Kids Ride - $1,000
   - Best Whip - $500
   - Best Trick - $500
   - Best Style - $500

☐ Turkey Day 8K
   - Title - $5,000
   - Presenting - $5,000
   - Stuffing - $800
   - Apple Pie - $550
   - Gravy - $300

☐ Trail Stewardship
   - Feb 24th - $100
   - April 21st - $100
   - June 1st - $100
   - September 21st - $100
   - October 26th - $100
   - December 7th: Newt Hardie Birthday Bash

Total Sponsorship Contribution: ____________________________

☐ Pay Online  ☐ Please Invoice  ☐ Payment Included

☐ Invoice altogether

☐ Invoice Separately

Thank you for your support!

Please email company logo and form to sschwartzbauer@palspartanburg.org
OR mail form to PO Box 6728, Spartanburg, SC 29304.