

VIRTUAL ROUGH RIDE



SEPT 14-19 • REGISTER AT [BIKereg.COM/VIRTUAL-ROUGH-RIDE](https://www.bikereg.com/virtual-rough-ride)

ROUGH RIDE

SPONSORSHIP OPPORTUNITY

OVERVIEW

The Fauquier Free Clinic's Event Sponsors and Community Partners are united in their desire to give back to the communities they serve.

By collaborating with the Free Clinic, they acknowledge our vital role in the community and support our mission to provide comprehensive medical, mental health & dental care for those individuals in Fauquier and Rappahannock who would have nowhere else to go for coordinated healthcare.



Fauquier Free Clinic

501(c)(3) Nonprofit organization

35 Rock Pointe Lane
Warrenton, VA 20186

(540) 347-0394

MESSAGE FROM THE CHAIRMAN

Friends of the Fauquier Free Clinic,

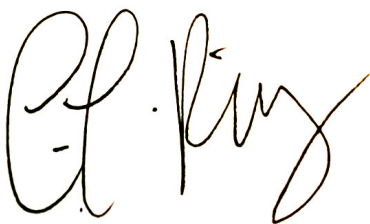
We are fast approaching the 23rd annual Rappahannock Rough Ride, to be held the week of September 14th. As you can imagine, planning for the event has been a little different this year!

As a health care organization, the Free Clinic is committed to bringing healthy and safe activities to our local community. The Rough Ride this year will reflect our current realities. We will not have a group bike ride event together on one day. Instead, we are excited to support individual and family cycling and spinning, all joined together in a virtual event. Getting on your bike or trainer is more important than ever in maintaining an active healthy lifestyle this year!

We hope that the virtual Rough Ride will allow participants to interact through social media, achieve our important funding goal, and get those heart rates up! Now more than ever we need your support and we hope you will join us for our virtual rough ride.

We are extremely proud that throughout the pandemic the Fauquier Free Clinic has remained open and active in support of our patients in Rappahannock and Fauquier Counties. Protecting our community by serving all individuals, regardless of income, is critical in the best of times; in a global pandemic it becomes essential.

Let's all Stay Positive & Ride On!



Caroline T. Riley

Board Chairman
Fauquier Free Clinic

EVENT SPONSORSHIP

SPONSOR LEVELS AND AVERAGE QUARTERLY METRICS

I. ROUGH RIDE SPONSOR \$2,500

ONLY ONE SPONSORSHIP AVAILABLE! TOP billing on the coveted Rough Ride t-shirt, print media, social media and website. Sponsor receives a commemorative platter designed and hand painted by local artist Merrill Strange and special acknowledgement and thanks on social platforms.

II. TITLE SPONSOR \$1,000

Sponsor will be featured on Rough Ride t-shirt, dedicated social media posts and web site. Each Title Sponsor receives a commemorative platter designed and hand painted by local artist Merrill Strange. **Also includes four free rider entries!** In addition, this level will allow sponsors to share media they would like to promote in the Rough Ride Facebook group.

III. HIGH GEAR SPONSOR \$300

Sponsors are featured on Rough Ride t-shirt and website. High Gear sponsors receive a commemorative mug designed and hand painted by local artist Merrill Strange. **Also includes two free rider entries!**

IV. COMMUNITY PARTNER \$5,000

This sponsorship level will include all of the above sponsorship benefits plus ongoing features at future fundraisers and events, which includes the prominent signage & promotional materials.

FACEBOOK

60.9

Avg. Impressions

5,217.5

Avg. Engagement

1,057

Page Fans



WEBSITE

2,053

Avg. Unique Visits

4,685.5

Avg. Page Views

2.3

Avg. Pages per Visit



EMAIL MARKETING

908

No. of Subscribers

39.7%

Avg. Open Rate

34.4%

Industry Avg. Open Rate



VIRTUAL ROUGH RIDE SPONSOR FORM

YES, I WOULD LIKE TO BE A SPONSOR

"Rough Ride"
Sponsor
\$2,500

Title
Sponsor
\$1,000

High Gear
Sponsor
\$300

On-going
Community Partner
\$5,000

NAME

ADDRESS

TOWN & ZIP CODE

NAME FOR T-SHIRTS, WEB SITES OR OTHER PUBLICITY
Please print clearly!

Rough Ride & Title Sponsors receive a hand painted commemorative platter.
High Gear Sponsors are entitled to a hand painted commemorative mug.

Check here if you choose not to receive your free gift.

Registration deadline 8/28/20

Please return with your check made out to Fauquier Free Clinic to:
Rappahannock Rough Ride, P.O. Box 3138, Warrenton, VA 20188