



In 2003 members of the Blue Ridge Bicycle Club decided an organized ride was needed in Western North Carolina that was flatter than the other rides held in the region but still retained the flavor of a mountain cycling event. Hence, the Fletcher Flyer was born and on June 4, 2017 it will celebrate its 14th anniversary. Since its conception the event has grown from 216 riders to over 1,000 but the flavor of the event remains the same, one in which every level of cyclist can participate. However, this year we will transition to a new name, *The WNC Flyer*.

Since its conception 14 years ago the Fletcher Flyer (now WNC Flyer) has raised approximately \$200,000. Profits go toward supporting cycling advocacy and education in Western North Carolina. Some examples include \$48,000 to the Western North Carolina Bicycle Dealers Association for advocacy, \$19,000 to Western North Carolina Alliance mainly for clean air projects, \$10,000 for the Hominy Creek purchase, \$10,000 to the Asheville Parks and Greenways Foundation, \$10,000 to Henderson and Transylvania Counties for the promotion of the Ecusta Trail, and \$4,000 to Black Mountain Greenways. Funds have also gone to purchase bicycle fix-it stations in Brevard, Fletcher, and Hendersonville, toward coordinating the bicycle rodeo program for Healthy Buncombe and toward bicycle education programs in local schools. For the 2017 Flyer the Blue Ridge Bicycle Club has designated [Trips for Kids WNC](#), [Friends of the Ecusta Trail](#), and [Friends of the Oklawaha Greenway](#), all 501(c)3 non-profits, to share in a percentage of the net proceeds.

With its tradition and loyal following among regional cyclists, The Flyer provides one of best sponsorship opportunities in Western North Carolina. 68% of the 2016 field came from North Carolina with 46% living within 50 miles of Asheville. 18% came from Georgia and South Carolina. The 2016 Flyer was voted the Best Road Cycling event in Western North Carolina by Mountain Express.

The Flyer is also unique in the world of endurance athletic sports. 64% of the riders were male and 36% female and its largest segment of riders comes from the older age groups. In 2016, the 40 to 59 age group represented 56% of the riders. There were more riders 60 and over than there were under 40, which gives you a good idea of how The Flyer differs from some of the more challenging cycling events in the area.

This strong population of older adults with disposable income provides great opportunity for companies in the region looking to not only increase their sales but broaden their market. The sponsorship levels below are designed to include businesses of all levels in this fabulous event. We look forward to working with and making you a part of our thirteenth anniversary celebration.

The Blue Ridge Bicycle Club is a 501(c)3 non-profit charitable organization.
Websites: BlueRidgeBicycleClub.org , WNCFlyer.com

Title Sponsor: \$5,000

- The Event will be referred to as the *Your Company Flyer* in event media and marketing generated for the event
- Category exclusivity throughout the event
- Opportunity to have a table at pre-registration for product/service promotion and sales
- Opportunity to have a table at the event for product/service promotion and sales
- Top logo placement on WNC Flyer website
- Logo placement on Blue Ridge Bicycle Club website
- Announcement on WNC Flyer Facebook page
- Center placement of your banner at Start/Finish line
- Logo on any printed media produced for the event
- One Blue Ridge Bicycle Club or North Carolina Cycling Jersey
- One year's Blue Ridge Bicycle Club Business Membership, which includes a link to your website in our monthly newsletter emailed to over 500 members.
- 10 event registrations
- 10 pair of event socks

Route Sponsor: \$2,000 Each Route

- The opportunity to be the exclusive sponsor of one of four rides featured at the event: Full Century (100 miles), Metric Century (62 miles), Half Century (50 miles), Half Metric Century (31 miles). For example, the metric century would be known as *Your Company Metric Century* in all media and marketing generated for the event.
- Opportunity to have a table at the event for product/service promotion and sales
- Logo placement on WNC Flyer website
- Logo placement on Blue Ridge Bicycle Club website
- Announcement on WNC Flyer Facebook page
- Placement of your banner at Start/Finish line
- Logo on any printed media produced for the event
- One Blue Ridge Bicycle Club or North Carolina Cycling Jersey
- One year's Blue Ridge Bicycle Club Business Membership, which includes a link to your website in our monthly newsletter emailed to over 500 members.
- 7 event registrations
- 7 pair of event socks

Platinum Sponsor: \$1,000 Each

- Opportunity to have a table at the event for product/service promotion and sales
- Logo placement on WNC Flyer website
- Logo placement on Blue Ridge Bicycle Club website
- Announcement on WNC Flyer Facebook page
- Placement of your banner at Start/Finish line
- Logo on any printed media produced for the event
- One year's Blue Ridge Bicycle Club Business Membership, which includes a link to your website in our monthly newsletter emailed to over 500 members.
- 5 event registrations
- 5 pair of event socks

Gold Sponsor: \$750

- Opportunity to have a table at the event for product/service promotion and sales
- Logo placement on WNC Flyer website
- Logo placement on Blue Ridge Bicycle Club website
- Announcement on WNC Flyer Facebook page
- Logo on any printed media produced for the event
- One year's Blue Ridge Bicycle Club Business Membership, which includes a link to your website in our monthly newsletter emailed to over 500 members.
- 3 event registrations
- 3 pair of event socks

Silver Sponsor: \$400

- Logo placement on WNC Flyer website
- Logo placement on Blue Ridge Bicycle Club website
- Announcement on WNC Flyer Facebook page
- One year's Blue Ridge Bicycle Club Business Membership, which includes a link to your website in our monthly newsletter emailed to over 500 members.
- 2 event registrations
- 2 pair of event socks

Contributing Sponsor: \$250

- Logo placement on WNC Flyer website
- Announcement on WNC Flyer Facebook page
- 1 event registration
- 1 pair of event socks

