

2022

SPONSOR
GUIDE



EVENT STORY

The Athens to Savannah Ride started in 1999 when Ken Sherman was issued a challenge by his colleague, Wallace Salter. Ken accepted, and he and Wallace rode out of Athens on their inaugural ride to Savannah. Following a four-year hiatus, the ride resumed, and this time Ken and Wallace were joined by three more riders, who had heard about the 2-day, 200-mile adventure. From there, the ride grew as a fundraiser for education and gained recognition throughout Georgia and the southeast.

In 2019, Stars aligned when Ken needed to retire from his responsibilities of organizing and hosting the ride and Mary Charles Howard needed to find a fundraiser as she began her work as Founder of the Georgia Hi-Lo Trail.

The route changed slightly to follow the path of the Georgia Hi-Lo Trail, but the excitement of lining up in Athens 1x/year to begin the traditional journey to Savannah is as palpable as ever.



MISSION STATEMENT

Channel the enthusiasm and tradition of the Athens to Savannah Ride to promote awareness, support and funding for the Georgia Hi-Lo Trail and the trail's mission to drive economic development through connectivity and empowerment of Georgia's rural communities.

Purpose

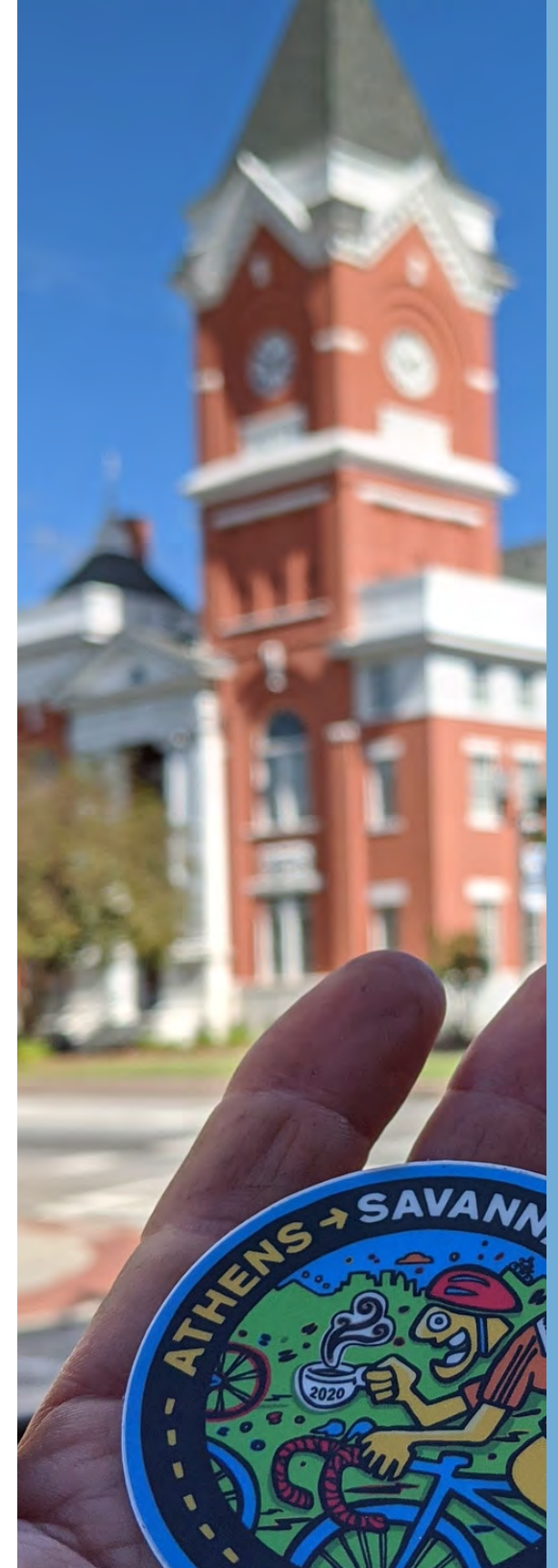
The Athens to Savannah Ride supports the mission of the Georgia Hi-Lo Trail, which is dedicated to building a 211-mile paved trail that will serve to drive economic development through the connectivity and empowerment of rural Georgia.

Vision

Advance completion of the 211-mile Georgia Hi-Lo Trail from Union Point to Savannah, which when complete will connect to the 39-mile Firefly Trail from Union Point to Athens. When connected the trails will form the longest paved trail in America, connecting small Georgia towns, from Athens to Savannah through the paved, road separated path.

Values

The Athens to Savannah Ride promotes the values of the Georgia Hi-Lo Trail and is committed to connecting the region's rural communities to create opportunities for growth and economic development.



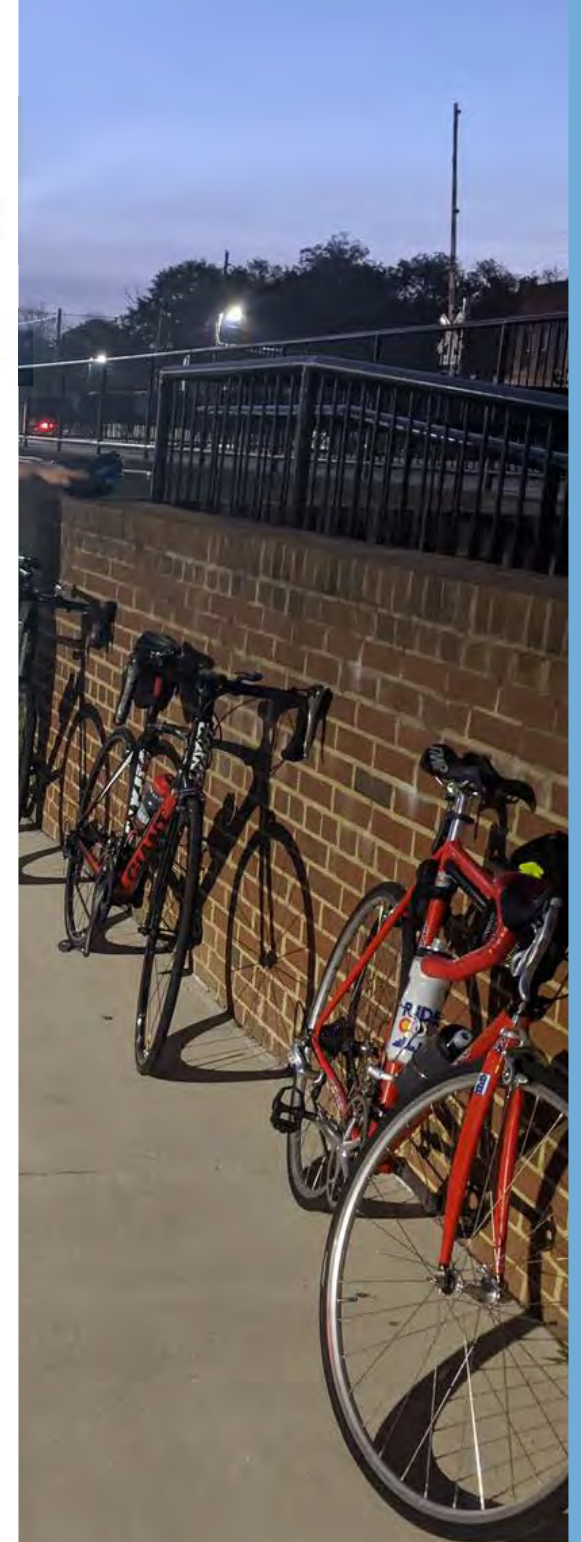
WHY ARE WE SO PASSIONATE ABOUT GEORGIA HI-LO TRAIL? OPPORTUNITY.

The Bureau of Economic Analysis included outdoor recreation in its calculations of the U.S. GDP for the first time in 2018. **In 2019, the outdoor recreation economy accounted for 2.1 percent - \$459.8 billion - of current-dollar gross domestic product (GDP) for the nation.**

The Outdoor Industry Association released a study in 2017, which found that **bicycling participants spend \$83 billion on 'trip-related' sales, and generate \$97 billion in retail spending. Bicycle recreation spending also contributes to the creation of 848,000 jobs.**

Beyond cycling, paved trails create opportunities for economic development. Trails like the Georgia Hi-Lo Trail have been proven to:

- Increase nearby property values
- Boost spending at local businesses
- Draw visitors to restaurants and retail, as well as hotels, bed and breakfasts and outdoor outfitters along longer trails
- Make communities more attractive places to live
- Influence business location decisions
- Reduce medical costs by encouraging exercise and healthy outdoor activities
- Revitalize depressed areas
- Increase tax revenues in the communities where they are located
- Create opportunities for alternative transportation



PREVIOUS YEARS

Inaugural
Ride

1999
220 MILES

2 DAYS

- Athens
- Louisville
- Savannah

Returned
as an
Annual
Ride

2003
220 MILES

2 DAYS

- Athens
- Louisville
- Savannah

Final
Education
Fundraiser
Generated
\$10,000

2018
230 MILES

2 DAYS

- Athens
- Louisville
- Savannah

110 Riders
Participant
Record

2015
207 MILES

2 DAYS

- Athens
- Louisville
- Savannah



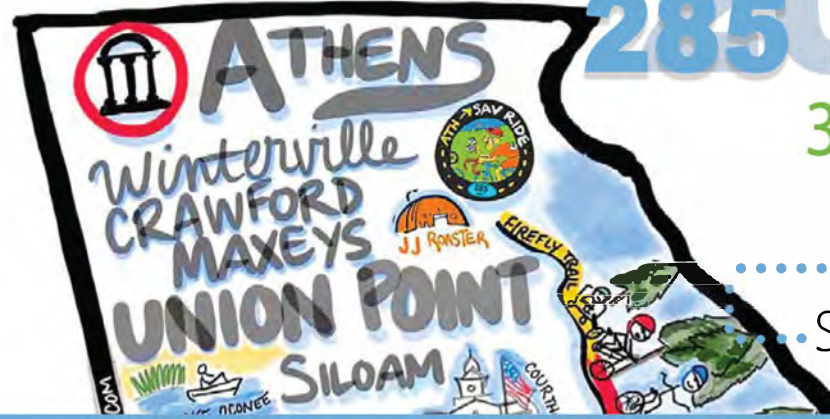
1st & 2nd
Hi-Lo
Fundraisers
Raised
\$60,000 per
Ride.

2020 & 2021 ATHENS TO SAVANNAH RIDES

2020 235 MILES

2 DAYS

- Athens
- Tennille
- Bloomingtondale



2021 285 MILES

3 DAYS

- Athens
- Tennille
- Savannah

CLICK
TO
PLAY



2020 & 2021 OVERVIEW

Klifton Keplinger, Indiana

The support staff, along with everyone who helped make the rest stops possible were all incredible! We learned a lot about the surrounding areas at all of the stops, and the weather was extremely cooperative. Though I live in Indiana and spent more time driving to and from the event than riding during the event, it was worth it. I plan on doing it again, as do a couple of local friends...the ride supports a fantastic cause and goal of building the 250-mile Georgia Hi-Lo Trail, and I hope other areas of the country take note and follow suit.

Jason Ross, Augusta

I wasn't expecting the hospitality that the small towns showed at the different stops. I know that most small towns are friendly to a fault, but the turn out of mayors, city councilmen, and community leaders across a 200 mile stretch of GA shows how important they feel the trail is to the development of their communities. The delicious food they provided was also a bonus.

Would I do it again or recommend? Yes. I had to answer after the soreness went away lol.

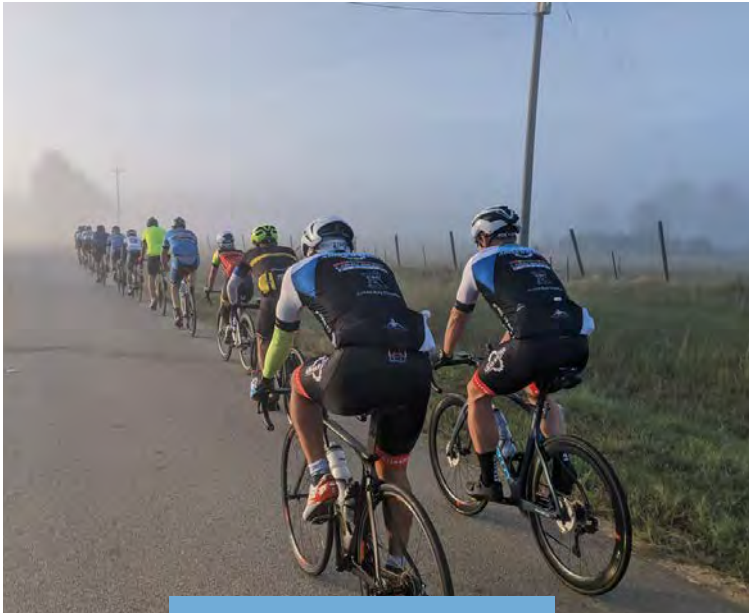
WE ASKED RIDERS...

Why did you do this ride?

Would you do it again?

What would you say to someone considering it?





Tim Maryak, Atlanta

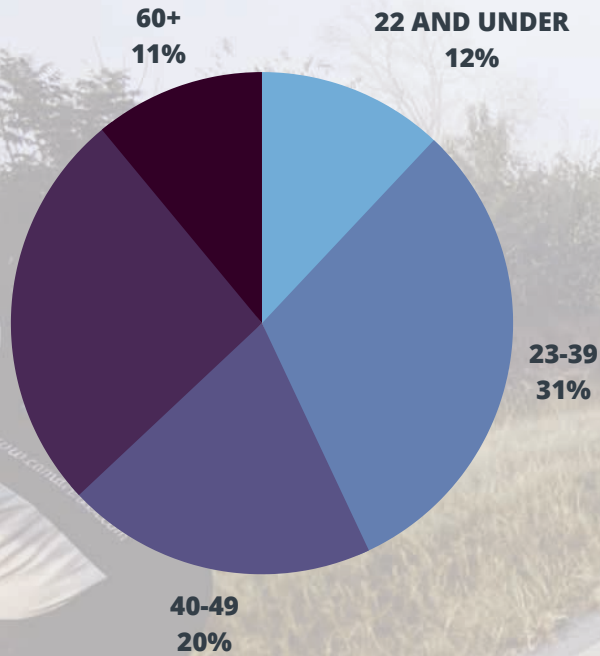
I really enjoy cycling and like to support a good cause while doing so. Particularly if it means more bike friendly places in my state. It was amazing to see all of the support and friendly riders. The event was very well organized from an outsider's perspective. The stops were well thought out (distance wise), all included plenty of food, drinks and BATHROOMS.

Would you do it again/recommend it to others? Yes, 100%.

What advice would you give people thinking about doing this next October? Don't be afraid of the distance. There were a wide variety of experience and fitness levels that completed the ride. I overheard one person say they had never ridden over 30 miles. Come support the event even if you can only do a portion of the ride. You will see and hear great stories and sights from Georgia you've never seen before.

THE ATHENS TO SAVANNAH RIDER

AGE

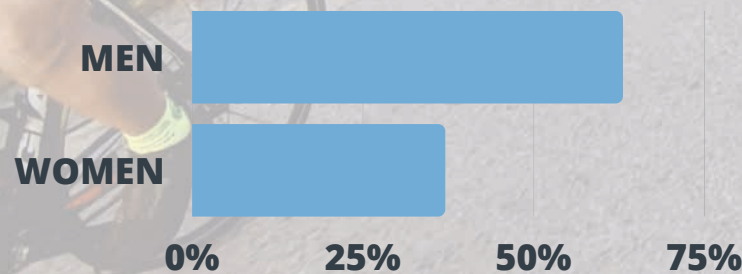


CYCLIST PROFILE*

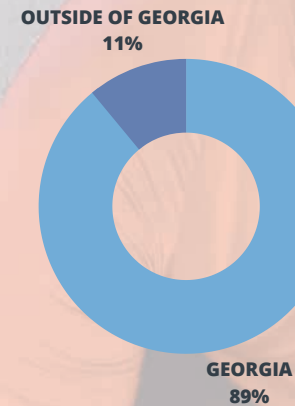
The average US cyclist is young, upscale and affluent with a median household income of over \$80,000.

- Median Age: 38
- 63% are between the ages of 25 to 44
- 22% are between the ages of 45 to 54
- 53% are married
- 90% have attended college
- 39% have post-graduate degrees
- 63% are professional managers
- 52% rate their brand loyalty as high
- 50% own a truck and/or SUV

GENDER



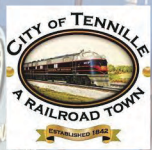
GEOGRAPHIC LOCATION



*Source: Velonews, Bicycle Business Journal, Bicycle Manufacturers Assoc of America, Bicycle Market Research Institute, Bicycle Retailer & Industry News, Cycle Press, National Bicycle Dealers Association, National Sporting Goods Association and US Department of Commerce.

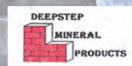
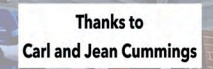
COMMUNITY SUPPORT

The Georgia Hi-Lo Trail has previously earned financial support for The Ride from these organizations.



CORPORATE INVESTMENT

Exposure from The Ride has proven so valuable as to generate investment from these corporate partners.



PARTNERS

ATHENS TO SAVANNAH IN THE PRESS

The Athens to Savannah Ride has been receiving generous coverage since 1999 from print, digital, television and radio media outlets throughout Georgia.

When cyclists arrived at Mill Creek on Saturday, they were greeted by ride organizer Howard, Statesboro Mayor Johnathan McCollar, & GSU's Freedom handler, Steve Hein. The participants had lunch from Your Pie and used their time in Statesboro to rest before finishing the last of the ride from Statesboro to Bloomingdale.

Grice Connect



Mayor Eartha Cummings welcomed this year's riders at The Tennille Ice Cream Company, showing her appreciation for the excitement the ride brings to the community.

According to Mayor Janibeth Outlaw, the Athens to Savannah Ride and Hi-Lo Trail brings a newfound interest in healthcare in the small town of Wrightsville. Hopefully, she says, the construction of a paved trail will encourage locals to get active and enjoy nature.

Lake Oconee Living

**Athens
Banner-
Herald**

Savannah Morning News

SavannahNow.com

Statesboro Herald

Southern Distinction

**The Sandersville
Patch
Georgian**

Athens Parent

2022 ATHENS TO SAVANNAH RIDE

3 DAYS ROAD

285 MILES

OCTOBER

21, 22 & 23

or

5 DAYS GRAVEL

320 MILES

OCTOBER

19, 20, 21, 22 & 23

YET ANOTHER TRANSFORMATIONAL YEAR!

The Athens to Savannah Ride is offering choices of routes this year. Choose our traditional 3-day paved-road ride that everyone loves or try the new 5-day gravel route. Both rides will start at General Time in Athens on different days and end on the same day at Service Brewing in Savannah!

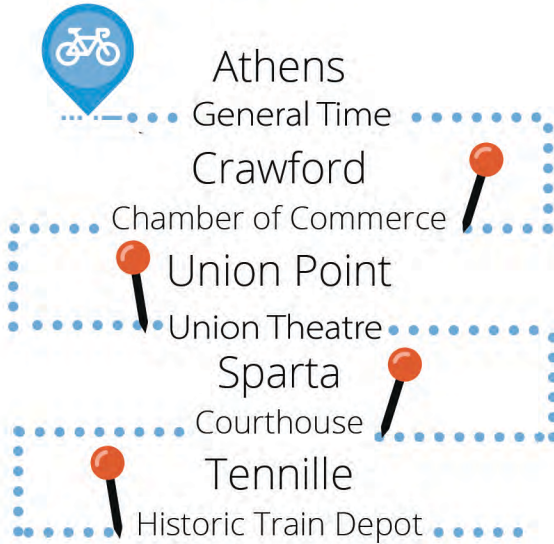
Riders will enjoy the same high production value and support, plus free shuttle options to Athens before and after the ride. Sponsor and destination partners will benefit from more riders, as well as more opportunities for exposure.



2022 ATHENS TO SAVANNAH (ROAD) RIDE

FRI. OCT. 21
106 MILES

DAY 1



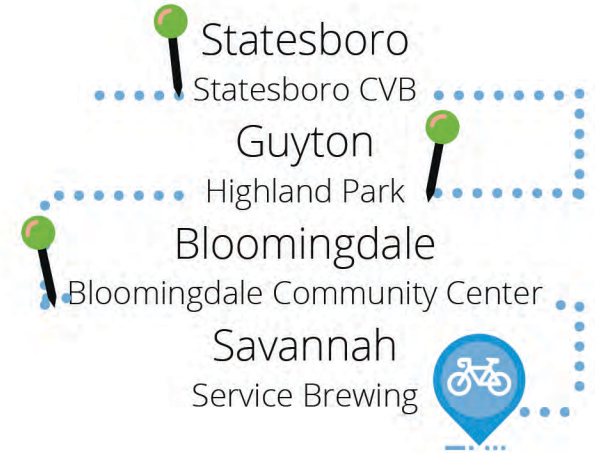
SAT. OCT. 22
106 MILES

DAY 2



SUN. OCT. 23
77 MILES

DAY 3



2022 SCHEDULE

INVESTMENT OPPORTUNITIES

COMMUNITY & DESTINATION PARTNERS

All communities along The Hi-Lo Trail enjoy the advantages of exposure as we bring riders through their cities and towns. However, the benefits for our Community & Destination Partners are much greater. Our Partners benefit from year-round exposure, as we promote The Athens to Savannah Ride, along with their community and destination brands, throughout Georgia and the southeast. Opportunities for exposure grow as we approach the third week of October and prepare to leave Athens. Partners are offered a platform and a chance to shine as they welcome and co-host Riders on their way to Savannah. Beyond tourism, Partners benefit from their investment in this economic development initiative that drives awareness and support to further the connectivity and development of rural Georgia.

CORPORATE & RETAIL PARTNERS

Our Corporate & Retail Partners enjoy the benefits of year-round brand exposure as we promote The Athens to Savannah Ride throughout Georgia and the southeast, targeting a demographic that enjoys cycling, tourism and community service. Not only do our riders enjoy travel and cycling, many are active in the business community and support the development of the Georgia Hi-Lo Trail. Throughout our journey from Athens to Savannah, our Corporate & Retail Partners benefit as riders are exposed to their brands and engaged by interactive opportunities and brand experiences. Our Partners particularly enjoy these immersive marketing opportunities that allow our riders to connect with their brands and representatives throughout the 3-day ride.

SPONSORSHIP BENEFITS

	PRESENTING \$7,500	STAGE \$3,500	CHAMPION \$2,500	CORPORATE \$1,500	SUPPORTING \$500
PRE-EVENT EXPOSURE					
AthenstoSavannah.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Athens to Savannah eNewsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Social Media Promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Press Release(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
2022 Athens to Savannah Poster & Post Cards	<input checked="" type="checkbox"/>				
Presence in Paid Advertising	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Logo added to Event Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Co-branded Title Logo on Merchandise	<input checked="" type="checkbox"/>				
DURING EVENT EXPOSURE					
Athens Send-off Breakfast Tickets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Savannah Welcome Dinner Tickets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Daily Stage Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Inclusion in 2022 Ride Guide	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Exposure at Refuel & Recharge Stations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Product Distribution Opportunity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Swag Bag Insert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on Event Sponsor Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on Start/Finish Truss	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on Stage Sponsor Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on Race Jersey	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Co-branded Title Logo on Merchandise	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Appearance(s) & Announcements(s)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
POST-EVENT EXPOSURE					
Final Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition in Post-event e-Newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Inclusion in Post-event Video	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Recognition as Supporter of The Georgia Hi-Lo Trail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\$7,500

BENEFITS OF INVESTMENT

Benefits include designation as the Presenting Sponsor, exclusivity in product category, license to use event logo & marks in advertising/promotions* and the following exposure.

PRE-EVENT EXPOSURE

- Press Release Announcing Partnership
- Brand exposure through digital channels.
 - AthenstoSavannah.com
 - Logo/Link
 - Dedicated Page
 - Content Contributions
 - Athens To Savannah eNewsletter
 - Social Media Promotion
 - Mentions (minimum 6)
- Brand exposure through earned and paid media
 - Press Release Distribution
 - Articles covering the event
 - Paid Advertising
- Brand exposure through print collateral
 - Poster and Post Cards
- Presence in Paid Advertising
- Logo added to Event Video
- Co-branded Title Logo on Merchandise

DURING EVENT EXPOSURE

- 2 Tickets to Athens Send-off Breakfast
- 2 Tickets to Savannah Welcome Dinner
- Full-page Ad & Welcome Letter in Ride Guide
- Exposure at Refuel & Recharge Stations
- Product Distribution Opportunity
- Swag Bag Insert
- Logo Displayed on Vehicle Signage
- Logo Displayed on Start/Finish Chute
- Logo Displayed on Start/Finish Line
- Logo Included on Race Jersey
- Logo Included on Official Event Merchandise
- Swag Bag Insert
- Daily Pre-ride Announcements
- Daily Opportunities
 - Start: Rider Send off or Rider Lead out
 - Finish: Rider Welcome

POST-EVENT EXPOSURE

- Brand exposure through
 - Final Press Release
 - Recognition in Post-event e-Newsletter
- Inclusion in Post-event Video
- Access to Photo/Video Library
- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail
 - Tree Dedication planted in in 'Model Mile' tree grove
 - Recognition on 'Model Mile' plaque

*In accordance with Athens to Savannah Ride and Georgia Hi-Lo Trail Brand Standards.

\$3,500

BENEFITS OF INVESTMENT

Benefits include Stage Sponsorship for one day of the event, exclusivity in product category and the following exposure.

PRE-EVENT EXPOSURE

- Press Release Announcing Partnership
- Brand exposure through digital channels.
 - AthenstoSavannah.com
 - Logo/Link
 - Dedicated Page
 - Content Contributions
 - Athens To Savannah eNewsletter
 - Social Media Promotion
 - Mentions (minimum 3)
- Brand exposure through earned and paid media
 - Press Release Distribution
 - Articles covering the event
 - Paid Advertising
- Logo added to Event Video

DURING EVENT EXPOSURE

- 2 Tickets to Athens Send-off Breakfast
- 2 Tickets to Savannah Welcome Lunch
- Recognition as Stage Sponsor for 1 Day
- Half-page Ad in Ride Guide
- Exposure at Refuel & Recharge Stations
- Swag Bag Insert
- Logo Displayed on Vehicle Signage
- Logo Displayed on Start/Finish Chute
- Logo Displayed on Start/Finish Line
- Logo on Stage Sponsor Signage
- Logo Included on Race Jersey
- Swag Bag Insert
- Pre-ride Announcement at Sponsored Stage
- Sponsored Stage Opportunities
 - Start: Rider Send off or Rider Lead out
 - Finish: Rider Welcome

POST-EVENT EXPOSURE

- Brand exposure through
 - Final Press Release
 - Recognition in Post-event e-Newsletter
- Inclusion in Post-event Video
- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail
 - Tree Dedication planted in in 'Model Mile' tree grove
 - Recognition on 'Model Mile' plaque

\$2,500

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Brand exposure through digital channels.
 - AthenstoSavannah.com
 - Logo/Link
 - Athens To Savannah eNewsletter
 - Social Media Promotion
 - Mention (minimum 1)
- Brand exposure through print collateral
 - Poster and Post Cards
- Logo added to Event Video

DURING EVENT EXPOSURE

- Logo/Link in Ride Guide
- Swag Bag Insert
- Logo Displayed on Start/Finish Chute
- Daily Pre-ride Announcements

POST-EVENT EXPOSURE

- Brand exposure through
 - Recognition in Post-event e-Newsletter
- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail
 - Tree Dedication planted in in 'Model Mile' tree grove
 - Recognition on 'Model Mile' plaque



\$1,500

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Brand exposure through digital channels.
 - AthenstoSavannah.com
 - Logo/Link
- Logo added to Event Video

DURING EVENT EXPOSURE

- Logo/Link in Ride Guide
- Swag Bag Insert
- Logo Displayed on Start/Finish Chute

POST-EVENT EXPOSURE

- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail
 - Tree Dedication planted in in 'Model Mile' tree grove
 - Recognition on 'Model Mile' plaque



SUPPORTING SPONSOR OF GEORGIA HI-LO TRAIL

\$500

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Placement on AthenstoSavannah.com
 - Logo/Link
- Logo added to Event Video

DURING EVENT EXPOSURE

- Logo/Link in Ride Guide

POST-EVENT EXPOSURE

- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail

CONTRIBUTING SPONSOR OF GEORGIA HI-LO TRAIL

\$100

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Placement on AthenstoSavannah.com
 - Logo/Link

DURING EVENT EXPOSURE

POST-EVENT EXPOSURE

- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - Recognition Brick placed on the trail

*In accordance with Athens to Savannah Ride and Georgia Hi-Lo Trail Brand Standards.

SUPPORTING SPONSOR OF GEORGIA HI-LO TRAIL

\$500

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Placement on AthenstoSavannah.com
 - Logo/Link
- Logo added to Event Video

DURING EVENT EXPOSURE

- Logo/Link in Ride Guide

POST-EVENT EXPOSURE

- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - VIP invitation to annual plant sale
 - Recognition Brick placed on the trail

CONTRIBUTING SPONSOR OF GEORGIA HI-LO TRAIL

\$100

BENEFITS OF INVESTMENT

PRE-EVENT EXPOSURE

- Placement on AthenstoSavannah.com
 - Logo/Link

DURING EVENT EXPOSURE

POST-EVENT EXPOSURE

- Recognition as Supporter of The Georgia Hi-Lo Trail including:
 - Recognition Brick placed on the trail

*In accordance with Athens to Savannah Ride and Georgia Hi-Lo Trail Brand Standards.