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PRESENTING THE 2024

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# PAL Event Guide



## SPONSORSHIP OPPORTUNITIES

[palspartanburg.org](http://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.



**24.35**  
MILES  
OF COMPLETED  
TRAILS

**533**  
JOBS SUPPORTED  
FROM CONSTRUCTION  
OF COMPLETED AND  
IN PROGRESS TRAILS

**12,507**  
of locally grown  
produce bought  
and sold for PAL's  
Food Hub.

OVER  
**700k**  
DAN TRAIL USES  
SO FAR THIS YEAR

# FROM THE COMMUNITY



“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*



“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*



“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, witnesses 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*



“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*

# Our Events

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## Criterion 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

October 17, 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



Funds 180ft in trail construction



Funds 90ft in trail construction



Funds 60ft in trail construction



Funds 30ft in trail construction



Funds 15ft in trail construction

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

**\$35,000**

**Presenting**

20 X 40 catered spectator area near S/F line

Option for TV in tent

8 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

8 event shirts

\*Food & drinks for 125 people

**\$15,000**

**Sprint**

20 X 30 catered spectator area

6 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Social Media Posts

Mentions in PAL e-blasts

6 event shirts

\*Food & drinks for 100 people

**\$10,000**

**Paceline**

10 X 20 catered spectator area

4 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Social Media Post

4 event shirts

\*Food & drinks for 50 people

**\$5,000**

**Rouleaur**

10 X 20 catered spectator area OR 10 PAL Tent Tickets

2 course-side banners

Company name written on promotional items & t-shirts

Social Media Post

2 event shirts

\*Food for 20 people

**\$2,500**

**Peloton**





# JUMP JAM

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



Funds 20ft in trail construction



Funds 6ft in trail construction



Funds 3ft in trail construction



Funds 3ft in trail construction



Funds 3ft in trail construction

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**

**Presenting**

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**

**Kids Ride**

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 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**



OCT 17  
5-8 pm

# PAL PARTY

We love celebrating with our PALs!



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)

**\$5,000**

**Empower**



Funds 15ft in trail construction

Logo on all print materials

Logo on sponsor sign at event

Social Media Posts (Instagram, Facebook & Linked IN)

**\$2,500**

**Develop**



Funds 6ft in trail construction

Logo on sponsor sign at event

Social Media Posts (Instagram, Facebook & Linked IN)

**\$1,000**

**Grow**



Funds 3ft in trail construction

Name on sponsor sign at event

Social Media Posts (Instagram, Facebook & Linked IN)

**\$500**

**Nourish**



**NOV 28**  
7:30-10am

# TURKEY DAY 8K



*"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



Funds 30ft in trail construction



Funds 4.5ft in trail construction



Funds 3ft in trail construction



Funds 1.5ft 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**

**Turkey - Title**

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**

**Stuffing**

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**

**Apple Pie**

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**

**Gravy**





# 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](mailto: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:

**Criterion 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](mailto:sschwartzbauer@palspartanburg.org)  
OR mail form to PO Box 6728, Spartanburg, SC 29304.