



BUFFALO

PADDLE · BIKE · RUN

Coming July 30th and 31st, 2016
to
Silo City





About Us



The Buffalo Paddle – Bike - Run® was created and designed by race director and avid cyclist, paddler and athlete, Justin W. Dahl. Justin designed this race specifically to enjoy the newly renovated Buffalo waterfront and to raise awareness of what the beautiful city of Buffalo has to offer. In addition to supporting the Buffalo waterfront BuffaloPBR has a strict policy of only using Buffalo based companies for all services to support the local economy.

The race is a family friendly adventure race that consists of navigating the Buffalo River via, your personal preference of paddle-powered watercraft such as: whitewater kayak, recreational kayak, touring kayak, racing kayak, sit on top kayak, ocean kayak, canoe (team only), tandem kayak (team only), dragon boat (team only), or stand up paddle board. The water route consists of paddling along the industrial section of the Buffalo River highlighting Buffalo's scenic river and indelible history. You then transition to your bike (any road worthy bicycle is allowed) where you will enjoy a ride along Buffalo's newly renovated outer harbor bike path from the Coast Guard to the old Bethlehem Steel site continuing on to the Buffalo and Erie County Botanical Gardens before returning to Silo City. The final leg is an adventurous run through one hundred years old grain silos ending at a celebration hosted by Silo City.

The race not only raises awareness but also 20% of proceeds from the race go to benefit a local charity.



What to Expect...

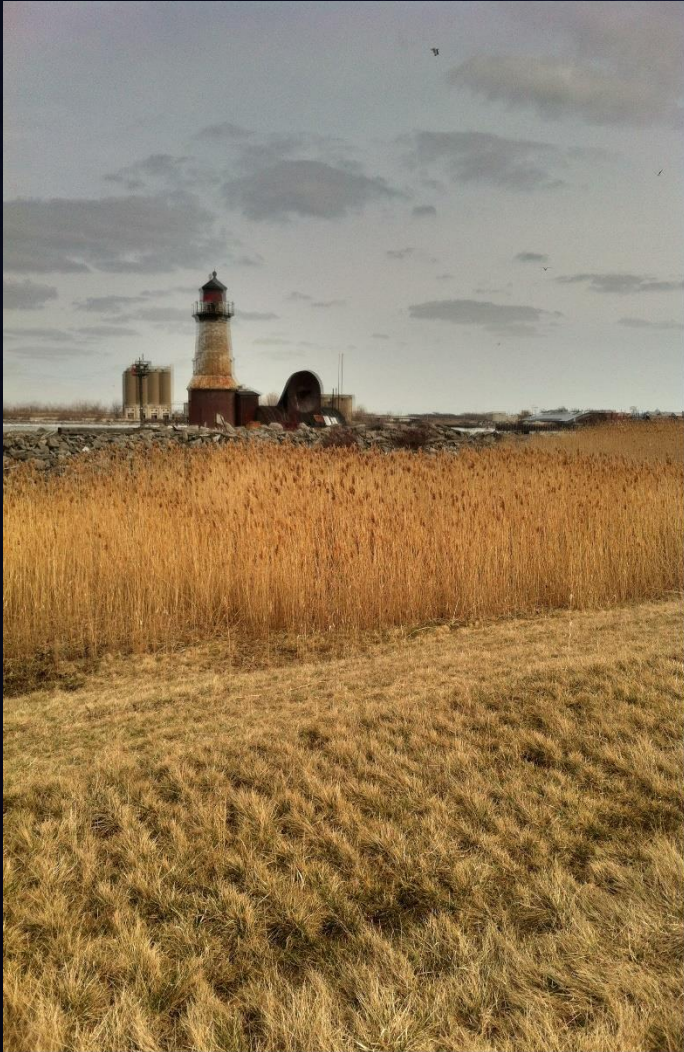


- Exposure to over 1000 registered participants
- 1000-2000 spectators
- The entire event will be recorded and publicized on major news networks
- Over 5000 viewers on social media
- Advertising via flyers at all local sports retailers.
- Logos on merchandise and signs
- Countless exposure on participating websites such as Active.com and Eclipse Multisport

Why Sponsor?



- You believe in Buffalo and the local economy
- It's important to you to bring together your local community
- Fitness and health are important factors in public health
- The Buffalo waterfront is important to the growth in Buffalo as a city
- Support to local charities is imperative to a working community
- It is important to you to bring together people for team building.
- The opportunity to grow your business by participating in the expo on July 25th, 2015. Here you can set up and sell your goods and promote yourself.



Ways to Sponsor

BuffaloPBR is an event that funds itself through the help and generosity of kind sponsors. We are seeking cash sponsors to help cover our primary costs for the event.

In addition to cash sponsorships, there are numerous ways you can participate through in-kind donations such as the following services:

- Printing Services
- Marketing Materials and services
- Catering (fruit, water, energy drink, gummies, etc.)
- Gift bag items
- Volunteers
- Personnel
- Race supplies



TITLE	ELITE	MILE MARKER	CONTRIBUTING	FRIENDS OF BUFFALO
\$ 5000.00	\$ 2000.00	\$ 750.00	\$ 500.00	\$ 250.00
Name on race day sponsor board	Name on race day sponsor board	Name on race day sponsor board	mention on social media and newsletters	mention on social media and newsletters
mention on social media and newsletters	mention on social media and newsletters	mention on social media and newsletters	Name on race day sponsor board	
Company name and logo before race name on on publications	Company name and logo before race name on publications	complimentary race shirt (1)	complimentary race shirt (1)	
company logo on top of all race shirts	company logo on all race shirts	company logo on all race shirts		
complimentary race entry (2)	Corporate logo on mile markers	complimentary race entry (1)		
complimentary race shirt (2)	Event day recognition	Corporate logo on mile markers		
Corporate logo on mile markers	complimentary race entry (2)	Event day recognition		
Event day recognition	complimentary race shirt (2)			
Corporate name and logo on promotional material	Corporate name and logo on promotional material			
Name and logo on race website homepage	Name and logo on race website homepage			
Name on all advertising and press releases				
Receive your name before the title of the race. The First Annual "...." Buffalo Paddle-Bike-Run.				



Contact



Justin W. Dahl

Race Director

Buffalo Paddle-Bike-Run

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We appreciate that you've taken the time to learn about our upcoming event. We invite you to participate, engage, fund, and innovate ideas worth spreading.

We look forward to further discussing the mentioned opportunities. Please contact us to start your sponsorship.

Please visit our website for more detailed information

<http://www.bflopaddlebikerun.com/sponsors.html>