



June 14, 2023

Dear Community Partner,

I am thrilled to announce that Opacum Land Trust will be partnering with Southbridge Credit Union once again for the **7th Annual Southbridge Credit Union Tour Opacum Bike Ride for Land Conservation!** This year's fundraising bike ride will take place on **Sunday, September 17, 2023**, at the Brimfield Winery. I am writing to invite you to promote your business while supporting a great organization through sponsorship of this exciting and growing event!

With five scenic route options through several of our conservation properties in Brimfield, Holland, Sturbridge, Brookfield, Monson, and surrounding towns, there is something for everyone from avid bike riders to families. Routes range from 2 to 100 miles, all on paved roads, with rest stops and support along the way. The fun continues into the afternoon with the RapsCALLION Brewery's after-party at Brimfield Winery complete with food, wine, craft beer, live music, games, and more!

Proceeds from this event will support Opacum Land Trust, a south-central Massachusetts regional land trust whose mission is to promote conservation, facilitate the creation of greenways and wildlife corridors, and protect the charm and rural character of our local communities. To date, Opacum Land Trust has conserved 3,852 acres of land and works in 13 local towns. Your support of this event directly supports your local community through conservation, education, and recreational opportunities right here in your neighborhood.

I urge you to take advantage of this great opportunity; your business will gain exposure while having a truly LOCAL impact. In partnering with Opacum, you will also be aligning yourself with the important and popular causes of environmental conservation and recreation- a win-win!

Thank you in advance for your support. Please feel free visit touropacum.org for additional event information or to reach out with any questions to amy.connery@opacumlt.org or by calling our office at 508-347-9144.

Sincerely,

Amy Connery,
Tour Opacum Event Coordinator and Chief Operating Officer
Opacum Land Trust

Sponsorship Opportunities

Title Sponsor- \$5,000 minimum - Southbridge Credit Union

- Exclusive event naming rights.
- Primary placement of banners/logo.
- Speaking opportunities at the after-party.
- Table/tent & informational materials in the main area.
- 4 complimentary rider registrations & food tickets.
- Dedicated social media posts and email spotlight.
- Plus, all benefits listed for the Partner level.

Tour Sponsor - \$1,500

- Sponsor one of the 5 tours: Full, Half, Quarter, X, or Mini-Tour & have your name included on all tour maps & descriptions.
- Table/tent & informational materials in the main area.
- Logo on signs along tour & banner at start/finish.
- Mentions during your tour's start & option to lead the riders send-off yourself!
- 2 complimentary rider registrations & food tickets.
- Dedicated social media and email mentions.
- Plus, all benefits listed for the Partner level.

Rest Stop Sponsor- \$500- Only 2 left!

- Sponsor one of the most popular spots of the day! 2 stops available: Holland and Monson.
- Tent/Banner & informational materials at the stop.
- Option to help run the stop- pass out water, snacks, etc.
- 1 complimentary rider registration & food ticket.
- Logo appears on T-shirts, website & materials.
- Promotional materials inserted in swag bags.
- Sponsor mentions in social media and in rider emails.
- Plus, all benefits listed for the Partner level.

Partner Sponsor - \$250

- Logo appears on T-shirts and website.
- Promotional materials inserted in swag bags
- Sponsor mention in rider event emails.
- Social media mentions.

Other ways to help

- Donate goods or gift cards for the raffle.
- Volunteer at the event.
- Donated services/time to help with event planning and preparations

SIGN UP ONLINE at TourOpacum.org/sponsors or complete the form below:

Sponsorship Commitment

Sponsorship Level: ☐ Title ☐ Tour ☐ Rest Stop ☐ Partner

Company Name

Phone:

Contact

Email

Mail Sponsorship form and check to:

Opacum Land Trust
PO Box 233
Sturbridge, MA 01566





SUNDAY, SEPT. 17TH
BRIMFIELD WINERY

**Proceeds Support Opacum Land Trust &
Local Land Conservation!**

**Come for the Bike Ride, Stay for the
RAPSCALLION BREWERY AFTER-PARTY!**

**Supported Routes, 2
- 100 Miles**

**Beautiful, Paved
Country Roads**

**Beer, Wine, &
Food**

**Live Music
And FUN!**

**Register
Early &
Save:**



TourOpacum.org

Sponsored By:



THE CENTERED PLACE
YOGA STUDIO