



March 27, 2024

Dear Community Partner,

I am thrilled to announce that Opacum Land Trust will be partnering with Southbridge Credit Union once again for the **8th Annual Southbridge Credit Union Tour Opacum Bike Ride for Land Conservation!** This year's fundraising bike ride will take place on **Sunday, September 15, 2024**, 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 four 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 10 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.

Sincerely,

Amy Adams,
Tour Opacum Event Coordinator
Development & Community Engagement Director
Opacum Land Trust - www.OpacumLT.org
PO Box 233, Sturbridge, MA 01566
Office: (508) 347-9144 - Cell: (413) 992-7422



Together, we are protecting local land, water, and wildlife for current and future generations.

\$1,500

Route Tour Sponsor

- **Sponsor one of the 4 route tours!**
- Have your name included on route tour maps & descriptions.
- Company banner (provided by sponsor) and separate informational table (may be staffed by company representative) under the pavilion at the Winery.**
- Logo* on Tour Opacum website, at starting line, in promotional materials, & on signs along your route.
- Mentions during your tour's start & option to lead the riders send-off yourself!
- Dedicated social media post and e-news spotlight.
- Company promotional materials (provided by sponsor) placed on rider information table.**
- 2 complimentary rider registrations & food tickets.

\$500

Rest Stop Sponsor

- **Sponsor one of the most popular spots of the day!**
- Company banner & informational materials (both provided by sponsor) at the rest stop.**
- Option to help run the stop - pass out water, snacks, etc.
- Logo* appears on Tour Opacum website, at starting line, & in promotional materials.
- Sponsor mentions on social media and in e-news.
- Sponsor promotional materials (provided by sponsor) placed on rider information table.**
- 1 complimentary rider registration & food ticket.

\$250

Partner Sponsor

- Logo* appears on Tour Opacum website & sign at starting line
- Sponsor mentions on social media, in e-news, and promotional materials
- Company promotional materials (provided by sponsor) placed on rider information table.**



To sign up, Scan QR Code
or visit <https://touropacum.org/sponsors/>

*Logo must be emailed to aadams@opacumlt.org by July 15th. If received late, we may be unable to fulfill sponsorship benefits.

**Company banners and promotional materials must be dropped off to our office in Brimfield by September 6th.

To discuss sponsorship options, contact Amy at aadams@opacumlt.org or (508) 347-9144.

Southbridge Credit Union

TourOpacum

Bike Ride for Land Conservation



SUNDAY, SEPT. 15TH
BRIMFIELD WINERY

SAG SUPPORT BY

SOUTHBRIDGE
BICYCLES

Proceeds Support Opacum Land Trust & Local Land Conservation

**Supported Routes,
10 - 100 Miles**

**Beautiful, Paved
Country Roads**

**Rapscallion Brewery
After Party!**

**Beer, Wine, Food,
and Live Music**

**Register
Early &
Save:**



TourOpacum.org

Sponsored By:

