

# Race, Run, Ride & Ramble

## On the Cumberland Valley Rail-Trail

**SUNDAY APRIL 22, 2012**



On Sunday April 22, 2012, the Cumberland Valley Rail-to-Trail Council will be hosting the 6<sup>th</sup> annual **Race, Run, Ride & Ramble** on the Cumberland Valley Rail-Trail. The series of events held throughout the day will be based at the Shippensburg Township Park and will traverse 9.3 miles of completed rail-trail between the park and Newville. A cookout lunch will be provided to the participants giving the day a festival atmosphere. All proceeds from the event will benefit the Cumberland Valley Rail-to-Trails Council (CVRTC) and used for maintaining the current trail along with extending the trail into Shippensburg and Carlisle. CVRTC is an all volunteer organization 501(c)(3) non-profit charitable corporation with the interest of the health and well being of the community in mind. CVRTC depends on local membership dues, fund raisers and contributions to pay for the maintenance of the trail. We receive no funding from the Rails-to-Trails Conservancy (RTC), or from any government entity to provide these services. CVRTC depends on volunteers to provide all the labor for trail maintenance and to staff this event.

Last year our registration held steady after four straight years of double digit growth with nearly 500 people registered for the event. An estimated 250 non-participating family and friends, volunteers and sponsors were present for a total of close to **750** people in the park throughout the day. We printed **3000** race flyers and distributed them at bike shops, outdoor stores, coffee shops and other outlets from Hagerstown to Harrisburg. We listed the event online on 12 different running/biking/outdoor web sites. After a successful 2011 event, we are looking to start increasing our registration again. We have averaged 30% growth each year before 2011. A 20% increase this year would give us **600** participants. A corresponding increase in non-participating family and friends would give a total attendance of **900**.

### Sponsorship Opportunities

Sponsors and their logo will appear on the CVRTC web site with a link to the sponsors' web site. Sponsors giving \$100 or more will appear on all printed materials and have their logo on the event t-shirt. Sponsors can setup a table/booth at the Shippensburg Township Park on the day of the event. Sponsors may receive 1 hour computer consulting (max 5 hrs) from Timber Hill Tech for each \$200 in sponsorship. All sponsors will be publicly thanked at the awards ceremony following the 15k race. Sponsorships must be paid by April 1 to appear on the t-shirt.

#### Sponsorship Levels:

- Title - \$3000
- Co-Title - \$2000 (with Timber Hill Technology Solutions)
- Logo on t-shirt - \$500, \$250, 100 in decreasing size
- Random Drawing - Any prize donated. Sponsors name will be announced when the prize is given away

For more information contact: **Garret Stahlman • 717.300.1337 • [race@cvrtc.org](mailto:race@cvrtc.org)**



Last year's sponsors



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