



SPONSORSHIP PROPOSAL

**37TH ANNUAL ATHENS TO ATLANTA ROAD SKATE
OCTOBER 14, 2018**



ATHENS TO ATLANTA ROAD SKATE 2018

THE WHAT

Athens to Atlanta (A2A) is the oldest and most famous road skate in America. The event combines the beauty of Piedmont Georgia, the friendliness of the skating community, and the rigors of distance skating. What started out as a bar crawl gone wild, has grown into a respected contender within the inline community. Uniquely, A2A is not a race, rather a chance for pros to best their times and new skaters to test their chops. The event truly speaks to the most elite skaters as well as those just beginning to roll. It is more than a road skate; it is the defining outdoor skating event in the U.S.

The event offers three distances to accomodate all abilities. The 38-mile course begins at the Classic Center in Athens, GA ending in Dacula, GA. The 49-mile course starts where the 38-mile course ends in Dacula, GA and finishes at The Old Fourth Ward Skate Park. The crown jewel, the 87-miler, takes skaters from The Classic Center in Athens, GA through beautiful country roads and quiet suburbia before navigating city streets all the way into the heart of Atlanta, finishing at The Old Fourth Ward Skate Park. The full course encompasses a total of 43 uphill miles and 44 miles downhill. The average grade of the course is +2% for a total 125 foot elevation gain. The rolling hills of Georgia are not for the faint of heart!

Besides the challenge, A2A is known for its southern hospitality. Along the course skaters are supported by six checkpoints with supplies, encouragement and much needed relief. Police are hired to assist skaters throughout the course at heavy traffic intersections. Starting lines and finish lines are lined with cheering supporters, friendly volunteers and passersby, usually awe struck at the site of pacelines flying by on skates.

The entire event is supported and staffed by dedicated volunteers working tirelessly to make A2A a continued favorite amongst the skating community.



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THE WHO

Skaters come from all over the world to participate in the unthinkable! 87 miles across rural Georgia, rolling suburbia and metropolitan Atlanta. We are proud to have skaters join us from as far away as Qatar, Israel, Germany, Taiwan and Italy. The current record holder hails from Nantes, France completing the full 87 miles in a staggering 4 hours 19 minutes and 24 seconds. That's an average of 20.17mph! The average skater completes the course closer to 6-1/2 hours. The A2A crew is committed to seeing skaters complete their goal and the course stays "open" until the last finisher exhausts their best. Support vehicles drive the course to ensure safe travels for all.

DEMOGRAPHICS

Athens to Atlanta Participants

- Average age is 37
- 30% are women, 70% are men
- 60% are between the ages of 30-49
- Participants hail from all 50 U.S. states and over 30 countries

Nationally

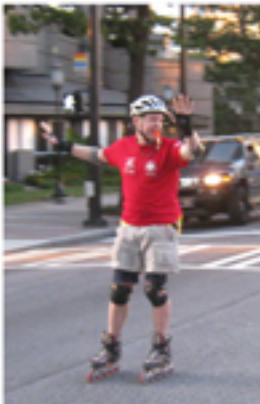
- The average U.S. household income for inline purchasers is \$60,400
- 22% - 25% of U.S. households own inline skates
- More than 33% of all inline skaters are classified as frequent participants
- Slightly more than half (52%) of all inline skaters in the U.S. are women

Source: www.123skate.com/facts.html



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THE WHERE



A2A is a 3-day event kicking off with a police escorted Friday night casual skate through the streets of Midtown & downtown Atlanta. Following the skate, visitors flood the neighboring restaurants eager to catch up and swap skating conquests, tips and stories. The event continues Saturday as skaters make their way to Athens for afternoon registration and mandatory safety meeting. Opportunities are available for vendors to promote their latest products at Athens Classic Center. Demos are also encouraged and a great way to connect with a captive audience.

The main event of the weekend is Sunday... the ultimate road skate in the country! The course is staffed with 6 checkpoints to encourage skaters along the road. A welcomed relief for all! Finish lines are prime locations to congratulate the skaters of their feat and reinforce your brand. Luckily, A2A offers two opportunities! The 38-mile course ends in Dacula, GA while the main finish line ends in Atlanta. Dacula skaters are shuttled to the main finish line for the acclaimed A2A Awards Ceremony at the Historic Old Fourth Ward Skate Park. Being positioned at Atlanta's largest skate park, sponsors have the unique opportunity of visibility across all disciplines of skating, from aggressive to recreational to speed.

Following the A2A Awards Ceremony, skaters are given a chance to rest and refuel before the grand finale, the post A2A Party! Another promotional opportunity for product, merchandising and brand exposure. A well deserved celebration of the weekends success, brought to you exclusively by... you???

The entire weekend boasts 90 miles of roads, six (6) support stations, three (3) social events and one (1) auditorium setting, all attended by a very active, loyal and demographically desirable audience. Plenty of positions to get your message across... and often.

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THE WHY

There is no other avenue to reach such an abundant audience of dedicated skaters. Participation for first time event skaters continues to be strong while repeat skaters boast of their collection of coffee mugs (*THE most respected award in the skate community*). A tradition since 1981, the legacy of A2A lives strong!

A2A 2017 continues with it's full board of directors, including a dedicated social media manager. Sponsoring guarantees a reoccurring mention in all levels of communication from initial registration pushes, friendly reminders, marketing collateral and weekend events. Tiers of participation include 87-mile Gold Sponsors, 49-mile Silver Sponsors, 38-mile Bronze Sponsors, Checkpoint Sponsors and Entry Level Sponsors.

Past industry sponsors include Matter Wheels, Skate Free or Die, Powerslide, Ashphalt Beach, Skate Escape, Pinnacle, K2, Skatefarm, Eddy Matzger Workshops, Twincam, Seba, Bont, Rollerblade, Bohemian Skate School, Skater's Quest, Skate Escape, Pyro and Inline Warehouse.

Community sponsors have included Willy's, Kroger, Atlanta Brewing Company, Blimpie, Fontis Water, Air Tran, the Atlanta School of Massage and Clif Bar.

We look forward to adding your name to the list! Opportunities exist for sponsorship levels as well as in-kind gifts. Don't see the exact fit for you? Just ask... we will happily accomodate special requests to help make you a part of the A2A team.



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THE HOW MUCH

	ENTRY LEVEL SPONSOR	CHECKPOINT SPONSOR	38-MILE BRONZE SPONSOR	52-MILE SILVER SPONSOR	87-MILE GOLD SPONSOR	PRESENTING SPONSOR
SPONSORSHIP LEVELS <i>include:</i>	\$150	\$250	\$350	\$500	\$750	\$1,250
Logo Web Ad with link on A2A.net	●	●	●	●	●	●
Distribution of promotional material in registration pack*	●	●	●	●	●	●
Banner at Classic Center Registration*	●	●	●	●	●	●
Logo on Participant & Volunteer T-Shirts**		●	●	●	●	●
Recognition at Friday Night Skate, Skaters' Meeting & A2A Awards Ceremony			●	●	●	●
Banner hung at Dacula Finish Tent*			●			●
Banner hung at Atlanta Finish Tent & Podium*				●	●	●
Logo on Finisher Mugs**				●	●	●
Recognition in Print Ads					●	●
Logo added to Print Ads						●
Recognition in Broadcast Media						●
"A2A presented by..." on all Social Media Announcements, Marketing Materials, Publicity Junkets & Press Releases						●

* Promotional Materials to be supplied by Sponsor, no later than Sept. 25, 2017. Banners will be available for pick up following Awards Ceremony unless other arrangements are requested.

** Logo must be delivered no later than August 20 to meet printing deadline.

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WHAT'S NEXT?



www.A2A.net



The early bird gets maximum exposure! A2A is a year long effort, striving to keep skaters interested, registered and engaged. Immediately following A2A weekend, registration for the following year is open! Opportunities for your participation starts too.

Full payment secures proper positioning for your sponsorship. Checks, credit cards and PayPal are all welcome! Checks should be made payable to: **GIRSA** (Georgia International Road Skating Association). PayPal payments should be sent to: payments@a2a.net and credit cards can be submitted online or in person.

To join the A2A family, contact:

Rick Sadlier, Co-Vice President Sponsorship & Marketing, GIRSA
(678) 571-8171
fadingdistances@gmail.com

-OR-

Anna Zuver, Event Director, GIRSA
(404) 863-7046
annazuver@gmail.com

From skaters around the world, we thank you!!!

THANK YOU



**Contact us today -- we'll help
you get the most benefit from
your sponsorship funds.**

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