



2011 BELLINGHAM TRAVERSE SPANNSORSHIPS

COMMUNITY EVENT

2011 is the 10th Anniversary of The REI Bellingham Traverse, a 40-mile multi-sport challenge, celebrates the lifecycle of salmon and the impact that they have had on our lives and community. This year the Traverse will be held on Saturday, September 17th. This family event begins at the Depot Market Square along side the Farmers Market and finishes at Boundary Bay Brewery with a fun awards ceremony.

AN INVITATION

Please join others this year in *Sponsoring* the Bellingham Traverse on Saturday, September 17th, 2011. You will be recognized in the media that we produce throughout the campaign and onsite at the event.

OUR PEOPLE

SOLO, TANDEM + RELAY Teams. We are able to draw people from around the Puget Sound region, with the majority coming from Whatcom County. Each year our participation grows. Last year we had over 650 participants, 70 volunteers, and hundreds of spectators both at the start/finish and throughout the course. This year we are anticipating thousands of spectators.

BELLINGHAM TRAVERSE COURSE

The course highlights the urban greenways, paths and roads that lead to great parks within the City of Bellingham. The 7-mile run starts downtown, passes through Boulevard Park, Fairhaven, Padden Creek and ends up at Lake Padden. The 6-mile single-track mountain bike trail winds through Lake Padden's wooded forest. The 18-mile road bike ride loops around flat Lake Samish and undulates its way to Fairhaven Park. The 3.5-mile trail run winds through Fairhaven Highlands down to Marine Park. On Bellingham Bay a 4-mile course for paddlers zigzags across the water. Finishing it all with a 0.5-mile trek to the finish at Boundary Bay.

THE CAUSE

Individuals and teams have raised over \$60,000 for the local or regional non-profits of their choice through the Traverse as a vehicle for fundraising. Top beneficiaries: Nooksack Salmon Enhancement Assoc., RE Sources, Sustainable Connections, Kulshan Community Land Trust, Whatcom Parks and Recreation Foundation and Whatcom Land Trust.

THE CAMPAIGN

The strategic multi-media campaign is designed to hit locally and reach across the Pacific Northwest. Locally, our community connections and media relations prove effective year after year. Our regional visibility using local newspapers, regional magazines, and strategic partnerships with our associated non-profits will ensure the success of growth that we are planning for in our ninth year. Oh yea, and that whole social networking stuff too!

INSURANCE + SAFETY

There are inherent risks in any sporting event. Our event is fully covered by a comprehensive \$1M insurance policy. We work with Bellingham Parks and Recreation, Police Department, Fire Department, Public Works; WTA; Safety Signs; Whatcom County Sheriff Department; WA State Department of Transportation; and the US Coast Guard to ensure the safety of our participants.



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HANDPICKED SPANNSORS

Your company has a strong reputation and your continued involvement and commitment to the environment, recreation and the healthy communities we live in demonstrates that you see the value of investing resources in events such as ours. We invite you to join us this year. The top Spansors in 2011 include REI, Boundary Bay Brewery, Delta Kayaks, Cascadia Weekly, Whatcom YMCA, Bellingham Parks and Recreation, Kulshan Cycles and Adventures NW Magazine.

VISIBILITY FOR YOUR COMPANY

Below lists the benefits and visibility for your company. Our objective is capturing the interest of the public and showing the support of those who have made it possible online or onsite.

GOLD	4 POSITIONS	\$ 2,400
	<ul style="list-style-type: none">• 2 Company Team entries• Use of logo on print collateral• Web and email banners "A" (728 x 90) on BellinghamTraverse.com• Opportunity to present award to winners at the closing ceremonies• Prominent positions for banners at start/finish line & transitions• 10 x 10 booth space at the Finish line	
SILVER	8 POSITIONS	\$ 1,200
	<ul style="list-style-type: none">• Company Team entry• Listing on print collateral• Web and email banners "B" (300 x 250) on BellinghamTraverse.com• Positions for banners at start/finish line & transitions• Repeated in public announcements at the Finish line	
BRONZE	UNLIMITED	\$ 600
	<ul style="list-style-type: none">• Company Team entry• Web banner "C" (300 x 150) on BellinghamTraverse.com• Positions for banners at start/finish line	
COMPANY TEAMS		\$ 350
	<ul style="list-style-type: none">• Company Team entry• Company listing on Company Teams page	

TRAVERSE CONTACTS

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