



# **2020 Tour de Trail: Berlin to Flight 93**

**SPONSORSHIP KIT**

**September 11th National Memorial Trail Alliance**



## 2020 Tour de Trail: Berlin to Flight 93

### A virtual bike ride

For 2020, in response to safety concerns posed by the COVID-19 pandemic, we are moving our second annual bike ride through the beautiful Laurel Highlands region of Pennsylvania to a virtual event. Following the lead of many popular active events, including the Pittsburgh and Boston marathons, participants will register and then take a 24-mile bike ride, either on our actual route or closer to home, on a date and time convenient to them.

We'll send all registrants a Tour de Trail t-shirt and information about the 9/11 Trail, including a map of the Tour de Trail route featuring a loop through the grounds of the Flight 93 National Memorial.

### About the 9/11 Trail

The September 11th National Memorial Trail is an emerging 1,300-mile trail system, over half of which is complete or under development. The route connects the nation's three memorial sites in New York City, the Pentagon, and Shanksville, Pennsylvania, while honoring the heroes of 9/11 and symbolizing national resiliency and perseverance.

The nonprofit September 11th National Memorial Trail Alliance manages the development of the route, which also serves as an important catalyst for active tourism, local economic development, physical and mental health, alternative transportation, environmental stewardship, and educational opportunities for generations to come.

### About the Ride

The route is a scenic 24-mile out-and-back from Berlin to Shanksville, Pennsylvania, featuring a loop through the Flight 93 National Memorial.

**Register online: [911trail.org/TourDeTrail](http://911trail.org/TourDeTrail)**

*(photo courtesy of Laurel Highlands Visitors Bureau)*

### Sponsorship Recognition

#### Presenting Sponsor: \$10,000

- Prominent logo placement on event t-shirt
- Logo and link on web page
- Logo on all collateral
- Social media recognition
- 10 complimentary event t-shirts

#### Gold Sponsor: \$5,000

- Logo placement on event t-shirt
- Logo and link on web page
- Logo on all collateral
- Social media recognition
- 6 complimentary event t-shirts

#### Silver Sponsor: \$2,500

- Logo placement on event t-shirt
- Logo and link on web page
- Logo on all collateral
- 4 complimentary event t-shirts

#### Bronze Sponsor: \$1,000

- Name on event t-shirt
- Name and link on web page
- Name on all collateral
- 2 complimentary event t-shirts

#### Friend of the Trail: \$500

- Name on event t-shirt
- Name and link on web page
- Name on all collateral

### Contact:

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[911trail.org/TourDeTrail](http://911trail.org/TourDeTrail)