



Hill of Truth Festival Sponsorship Opportunities

The Hill of Truth Festival started as a 12 hour mountain bike race at Haw Ridge Park in 1999. The race, known as the 12 Hours of the Hill Of Truth race (or HoT for short) immediately found itself as the staple event for the local mountain biking community. The original directors, John-Todd Baker and Kent Bailey, loved seeing the event flourish as something more than a race, but a way for the community to come together and bond.

After directing the race for 20 years, Baker and Bailey passed the torch on to a new community organization, the Clinch Valley Trail Alliance. The Clinch Valley Trail Alliance (CVTA) jumped on the opportunity to not only continue the race, but to also grow the community bonding aspect of the race. Expanded in 2021 to include a trail running race, The Hill of Truth Festival is CVTA's greatest fundraising event of the year. All proceeds from the 2022 Hill of Truth Festival taking place October 1-2, 2022 will go toward Phase Two and Phase Three of the Haw Ridge Project. Find out more about the Haw Ridge Project at clinchvalleytrailalliance.org.

HILLOFTRUTHFESTIVAL.COM
CLINCHVALLEYTRAILALLIANCE.ORG

2022 Hill of Truth Sponsorships and Award Categories

General Sponsors

For those individuals and organizations that love the Hill of Truth, love Haw Ridge, and want to support Clinch Valley Trail Alliance, we've developed some general suggestions for potential sponsorship levels in the 2022 Hill of Truth Festival. Once you've decided upon your preferred tier of support, please provide a usable digital file for all t-shirt, promotion, and marketing materials. Please provide any signage you would like displayed at the event in a manner that is relatively easy to put up and take down by Sunday, Oct 2, 2022. Preferred signage is a 2' x 6' banner. If you would like the signage back after the event, please be prepared to collect it by 2pm, Sunday, Oct 2, 2022; any signage not collected will be disposed of. **Deadline for general sponsorship decisions is August 30, 2022** for inclusion on event t-shirts.

*Sponsorship payments and donations may be made via PayPal to contact@clinchvalleytrailalliance.org or by check. Please contact us at contact@clinchvalleytrailalliance.org for mailing information or to arrange pick up.

Presenting Sponsor – Starting at \$10,000

Package includes:

- Your organization's name and logo prominently displayed in all advertising, promotion and materials for Hill of Truth Festival as the presenting sponsor, which include:
 - Festival t-shirt, with input on shirt design, name and logo placement, size, etc.
 - Prominent feature on CVTA's Hill of Truth Festival website - hilloftruthfestival.com and social media accounts - @clinchvalleytrailalliance and @hilloftruthfestival
 - Banners at the event
 - Verbal recognition as the presenting sponsor by the MC at the festival
 - CVTA traditional and social media festival promotion and communications
 - Up to 4 free entries into the Hill of Truth 12 Hour Mountain Bike Race and up to 4 entries into the HoT Trot

Double Black Diamond Trail Sponsor – Starting at \$1,500

Package Includes:

- Your organization's name and logo prominently displayed in all advertising, promotion and materials for Hill of Truth Festival as a double black diamond sponsor, which include:
 - Your logo on the festival t-shirt
 - Prominent feature on CVTA's Hill of Truth Festival website - hilloftruthfestival.com and social media accounts - @clinchvalleytrailalliance and @hilloftruthfestival
 - Banners at the event
 - Verbal recognition by the MC at the festival
 - CVTA traditional and social media festival promotion and communications
 - Up to 4 free entries into the Hill of Truth 12 Hour Mountain Bike Race

Black Diamond Trail Sponsor – Starting at \$750

Package Includes:

- Your organization's name and logo displayed in all advertising, promotion and materials for Hill of Truth Festival as a black diamond sponsor, which include:
 - Your logo on the festival t-shirt
 - Prominent feature on CVTA's Hill of Truth Festival website - hilloftruthfestival.com and social media accounts - @clinchvalleytrailalliance and @hilloftruthfestival
 - Banners at the event
 - Verbal recognition by the MC at the festival
 - CVTA traditional and social media festival promotion and communications
 - Up to 2 free entries into the Hill of Truth 12 Hour Mountain Bike Race

Blue Square Trail Sponsor – Starting at \$500

Package Includes:

- Your organization's name and logo displayed in all advertising, promotion and materials for Hill of Truth Festival as a blue square sponsor, which include:
 - Your logo on the festival t-shirt
 - Inclusion on CVTA's Hill of Truth Festival website - hilloftruthfestival.com and social media accounts - @clinchvalleytrailalliance and @hilloftruthfestival
 - Banners at the event
 - Verbal recognition by the MC at the festival
 - CVTA traditional and social media festival promotion and communications

Green Circle Trail Sponsor – Starting at \$250

Package Includes:

- Your organization's name and logo in some advertising, promotion and materials for Hill of Truth Festival as a green circle trail sponsor, which include:
 - Your logo on the festival t-shirt
 - Inclusion on CVTA's Hill of Truth Festival website - hilloftruthfestival.com and social media accounts - @clinchvalleytrailalliance and @hilloftruthfestival
 - Verbal recognition by the MC at the festival
 - CVTA traditional and social media festival promotion and communications

Specific Activity/Award Sponsors

As part of 2022 Hill of Truth, there will be several activities, contests and events that are all designed to “bring the party back”. If your organization would like to sponsor a specific activity or contest, please provide all of your own advertising to be displayed at the activity or contest, and plan to clean up your advertising by 2 pm Sunday, Oct 2, 2022.

- Huffy Toss - \$250
- Couch in the woods - \$500
- DJ - \$1000
- Live Band - \$500
- Costume Contest - \$250
- Campsite Decoration Contest - \$250
- Kids Race - \$250
- Super Soaker Splash Zone - \$250
- Port-a-potties - \$500

12 Hours of the Hill of Truth Mountain Bike Race Categories

(Blank next to each line indicates the award – fill in each blank as we receive a donation/award for that category.)

Open Team of 4

1. _____
2. _____
3. _____

Female Team of 4

1. _____
2. _____
3. _____

Recreational Team of 4

1. _____
2. _____
3. _____

Sport Team of 4

1. _____
2. _____
3. _____

Masters (45+) Team of 4

1. _____
2. _____
3. _____

U18 Team of 4

1. _____
2. _____
3. _____

Duo

1. _____
2. _____
3. _____

Solo Men

1. _____
2. _____
3. _____

Solo Women

1. _____
2. _____
3. _____

Single Speed Solo Men

1. _____
2. _____
3. _____

Single Speed Solo Women

1. _____
2. _____
3. _____

E-Bike Solo Men

1. _____
2. _____
3. _____

E-Bike Solo Women

1. _____
2. _____
3. _____

HoT Trot trail run race categories

(Blank next to each line indicates the award – fill in each blank as we receive a donation/award for that category.)

Men

1. _____
2. _____
3. _____

Women

1. _____
2. _____
3. _____

Clinch Valley Trail Alliance & Hill of Truth Festival contact information

contact@clinchvalleytrailalliance.org

hilloftruthfestival@gmail.com

Lisa Mueller, President & Hill of Truth Festival Committee Chair - 865-406-3870

**Clinch Valley Trail Alliance is a 501(c)(3) non-profit organization
and donations are tax deductible.**

Federal Tax ID 82-4170595