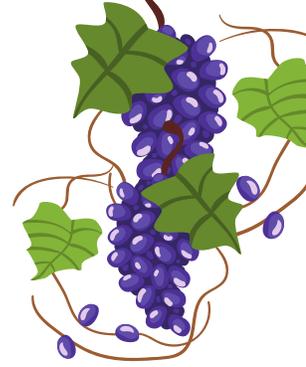


PEDAL for
MERCY
09.10.2022



2022 Sponsorship Opportunities

The Mercy Center for Women invites you to consider sponsoring our second annual Pedal for Mercy event, Sat., Sept. 10, 2022 at Penn Shore Winery and Vineyards, in North East, Pa. Our inaugural event saw more than 100 bicyclists participate, with all proceeds benefitting the Mercy Center for Women. Many North East businesses participated in our 2021 event as bikers stopped at various wineries and food stands before, during or after their ride.

Pedal For Mercy 2022

Sat., Sept. 10, 2022 7:00 AM – 3:00 PM

Penn Shore Winery and Vineyards 10225 E. Lake Rd. in North East, Pa.

For a \$50 registration fee (\$60 after July 31), riders can choose from a 12-, 25-, or 50-mile course.

At the conclusion of the ride, cyclists will enjoy food, beverages, and live entertainment in the scenic pavilion located behind Penn Shore Winery and Vineyards.

Grand Tour Sponsor • \$10,000 level (Limit 1 sponsor)

Benefits include:

Web: Your logo prominently displayed and hyperlinks on both the Mercy Center for Women and bike registration website.

Email Blasts: Your logo will be featured as the Grand Tour Sponsor in all email blasts.

Social Media: Your business logo/name will be included as the Grand Tour Sponsor in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be prominently displayed as the Grand Tour Sponsor on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as the Grand Tour Sponsor.

Event T-Shirt: Your logo will be prominently featured as the Grand Tour Sponsor on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 12 social tickets to enjoy food, beverages, and entertainment following the ride.

Breakaway Sponsor • \$5,000 level

Benefits include:

Web: Your logo prominently displayed and hyperlinks on both the Mercy Center for Women and bike registration website.

Email Blasts: Your logo will be included in all email blasts

Social Media: Your business logo/name will be included in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be displayed on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as a sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 10 social tickets to enjoy food, beverages, and entertainment following the ride.



Pedal for Mercy 2022 Sponsorship Opportunities

Aerodynamic Sponsor • \$4,000 level

Benefits include:

Web: Your logo prominently displayed and hyperlinks on both the Mercy Center for Women and bike registration website.

Email Blasts: Your name will be included in all email blasts

Social Media: Your business logo/name will be included in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be displayed on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as a sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 8 social tickets to enjoy food, beverages, and entertainment following the ride.

King/Queen of the Hill Sponsor • \$2,500 level

Benefits include:

Web: Your logo prominently displayed and hyperlinks on both the Mercy Center for Women and bike registration website.

Email Blasts: Your name will be included in all email blasts.

Social Media: Your business logo/name will be included in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be displayed on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as a sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 6 social tickets to enjoy food, beverages, and entertainment following the ride.

In the Zone Sponsorship • \$1,500 level

Benefits include:

Email Blasts: Your logo will be included in all email blasts

Social Media: Your business name will be included in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be displayed on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as a sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 4 social tickets to enjoy food, beverages, and entertainment following the ride.

Bridge the Gap Sponsorship • \$1,000

Benefits include:

Email Blasts: Your logo will be included in all email blasts

Social Media: Your business name will be included in MCW social media posts including Facebook, Instagram, and LinkedIn both before and after the event.

Print, Signage: Your logo will be displayed on various posters prior to the event and at the event including a large all-sponsors sign and individual sponsor logo yard signs. Your logo will be listed in the Mercy Center Annual Report as a sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase at the event.

Hospitality: You will receive 2 social tickets to enjoy food, beverages, and entertainment following the ride.

*All sponsors must be committed by Aug. 1 to take advantage of sponsorship benefits.



Pedal for Mercy 2022 Sponsorship Opportunities

SAG Wagon and Water Stop Sponsorship • \$ 500

Benefits include:

Event Signage: Your name will be displayed on various signs at the event including a large all-sponsors poster and an in-ground sign per sponsor.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase after the event.

Ice Cream Finale Sponsorship • \$250 level

(Ice cream provided by The Straw Hat Sundae Shop)

Benefits include:

Event Signage: Your name will be displayed on a large all-sponsors poster.

Event T-Shirt: Your logo will be included on the Pedal for Mercy 2022 t-shirt which will be given to all early bird riders and will be available for purchase after the event.

Pedal for Mercy 2022 Sponsorship Form

Your Name/Company: _____
Address: _____ City: _____ State: _____ Zip: _____ Phone: _____
Email: _____

NOTE: Please print information above as you would like it in your advertisement.

Sponsorship levels (Please check.)

Grand Tour \$10,000 Breakaway \$5,000 Aerodynamic \$4,000 King/Queen of the Hill \$2,500
 In the Zone \$1,500 Bridge the Gap \$1,000 SAG Wagon and Water Stop \$500 Ice Cream Finale \$250

Total amount due \$ _____

All accompanying logos should be emailed to: jhagerty@mcwerie.org by Aug. 1, 2022. Sponsorship benefits are dependent on when sponsorship contract is signed. Please make checks payable to Mercy Center for Women. Mail to: Pedal for Mercy c/o Jennie Hagerty, Mercy Center for Women 1039 East 27th Street Erie, PA 16504. **To guarantee full sponsorship benefits, please have payment and logo, if applicable, to us by Aug. 1, 2022.**

Credit card payments accepted at www.mcwerie.org.

Questions? Contact Jennie Hagerty at (814) 455-4577. Thank you for your support!

Mercy Center for Women

1039 E. 27 St.
Erie, PA 16504
mcwerie.org

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