

SEPTEMBER 28, 2024

LOOP

» DE'VILLE «

2024 FESTIVAL
SPONSORSHIP OPPORTUNITIES



loopdeville.org



ABOUT LOOP DE VILLE

Loop de Ville is the go-to event for newcomers and experienced trail users alike to celebrate the connectedness of our community through the trails and the natural landscape that surrounds Charlottesville.

WHERE

The event takes place on the Rivanna Trail, a roughly 20-mile loop of mixed use trail that encircles the city of Charlottesville, taking trail users on a journey through the woods of the city and Albemarle County.

The after-party, concert and trail events start/finish will all take place at:

Rivanna River Company

1520 E High St
Charlottesville, VA 22902

WHEN

Saturday, September 28, 2024

Rain date: Sunday, September 29, 2024

2024 FESTIVAL SPONSORSHIPS



Level

After Party Sponsor

Donation

\$5,000

WHAT IT IS

What's a celebration of local trails without a party?! Help us throw the epic LDV Fest after party, a casual outdoor event with live music, food trucks and local craft beer, wine and cider. You'll be providing a fun experience for folks to celebrate their accomplishments on the trail and to share together in merriment alongside our beloved RT and the Rivanna River.

WHAT YOU GET

Your logo prominently on our shirt, our website and all signage, press shoutouts, branded tent with access to seating and refreshments for your own VIPs, a special drink named after your business, the option to display your own gear or merch inside the tent, free LDV swag for your crew, VIP on-site parking and more!

Number Available: 2



Level

Good Vibes Sponsor

Donation

\$3,000

WHAT IT IS

Bring the good vibes all day and evening by supporting venue rental, entertainment, signage, on-site refreshments, meals for volunteers, and other logistics that make the festival one of a kind! With your help, our participants and volunteers will make lasting memories of Loop de Ville Fest and have you to thank!

WHAT YOU GET

Your logo prominently on our shirt, our website and day-of signage, free LDV swag for your crew, VIP on-site parking, social shoutouts, drink tokens and more!

Number Available: **3**



Level

Cheer Zone & Support Station

Donation

\$1,000

WHAT IT IS

There will be participants hiking, running and riding the full 20-mile loop of trail and we rely on our cheer zones and support stations to not only provide fuel and fluids but to BRING THE NOISE! Party speakers, cowbells, clappers, and loud, supportive cheers make all the difference for these athletes! Your investment helps pay for food, drinks, first aid supplies and more.

Cheer Zone locations: Meadow Creek Disc Golf Course (behind Bodo's), Fontaine Research Park, Azalea Park, Jordan Park, The Wool Factory, and Rivanna River Co.

WHAT YOU GET

Bring your branded tent and signage to your assigned aid station locale, get your logo on our shirt, our website and day-of signage, free LDV swag for your volunteers, free meal on event day and drink tokens for the after party!

Number Available: **6**



Level

Loop Lover

Donation

\$250 to \$500

WHAT IT IS

Support Loop de Ville Fest by helping provide resources like trail cleanup and maintenance, LDV swag, logistics costs and other critical needs. Choose your donation level (\$250 and above all get the perks below).

WHAT YOU GET

Your logo on our website and day-of signage, a Loop de Ville shirt and a drink token for the after party!

Number Available: **10**



IS SPONSORING LDV A FIT FOR ME?

We're looking to partner with businesses and/or individuals in the Charlottesville area who are passionate about our local trail systems (and/or the people who are), and are committed to creating an inclusive, accessible experience for all, not just on the trail but in every day-to-day interaction in our community.

Does that sound like you? If so, let's chat!

HOW DO I BECOME A SPONSOR?

We're thrilled to partner with you! Please reach out to Emmie Mathes and/or Tommy Safranek:

Emmie Mathes

loopdeville@rivannatrails.org

(540) 207-5834

Tommy Safranek

tsafranek@rivannatrails.org

(571) 426-3224