

LOOP

» DE'VILLE «

**2025 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.

All trail events will start and finish at:

Rivanna River Company

1520 E High St

Charlottesville, VA 22902

WHEN

Saturday, September 27, 2025

Rain date: Sunday, October 5, 2025

2025 FESTIVAL SPONSORSHIPS



Level

Finish Line Party Sponsor

Donation

\$3,000

WHAT IT IS

What's a celebration of local trails without a party?! Help us throw an epic LDV Fest Finish Line Party, an energetic riverfront celebration with a DJ, food trucks and local craft beer. You'll be helping to provide a fun experience for folks to return to after they log up to 20 miles on the RT! You'll be joined by a Cheer Zone Hype Team to keep the vibes high and hype the crowd!

WHAT YOU GET

Your logo prominently on our shirt, our website and all signage, press shoutouts, branded tent, the option to display your own gear or merch inside the tent, free drink tokens and LDV swag for your crew, VIP on-site parking and of course, the accolades for creating a memorable and fun finish line experience for our 300+ participants!

Number Available: 1



Level

Cheer Zone Financial Sponsor

Donation

\$1,000

WHAT IT IS

As the Financial Sponsor, you get to enjoy supporting your assigned Cheer Zone Hype Team and seeing your business represented at your designation Cheer Zone! You will not be required to attend the event but of course, we encourage you to do so! Your investment helps pay for fuel, hydration and supplies for participants passing through your Cheer Zone.

Cheer Zone locations: YMCA, Meadow Creek Disc Golf Course (behind Bodo's), Old Ivy Road, 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 and drink tokens for the Finish Line Party!

Number Available: **8**



Level

Cheer Zone Hype Team (In-Kind)

Requirement

5+ People

WHAT IT IS

We rely on our Cheer Zones to not only hand out fuel and fluids but to **BRING THE NOISE!** This is what we call a sweat equity sponsorship, meaning there is no cost other than your commitment, time and energy!

You must commit to bringing a group of **at least 5 people**. Party speakers, cowbells, clappers, and loud, supportive cheers make ALL the difference for these athletes! Think you can create the most fun, hype and unique Cheer Zone? Last year there were pancakes... just sayin', the bar is high but we believe in you. If this sounds like your brand of support, we invite you to apply!

WHAT YOU GET

Selected applicants will get branded signage at your designated Cheer Zone, option to bring your own branded tent, logo on our shirt, and free LDV shirts and Finish Line Party drink tokens for your whole team. Apply online!

Number Available: **8**



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 shirt, website and day-of signage, a Loop de Ville shirt and a drink token for the Finish Line Party!

Number Available: **10**



IS SPONSORING LDV A FIT FOR ME?

We're looking to partner with businesses, organizations, groups and individuals in the Charlottesville area who are passionate about our local trail systems, 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 our Sponsorship team at [**sponsorships@rivannatrails.org**](mailto:sponsorships@rivannatrails.org).

Interested in putting together a team for one of our Cheer Zones? We'd love to hear from you!

[Apply to be a Cheer Zone Hype Team >>](#)