



Event Sponsorship Package

Discover Off Road Cycling in SWFL

Easter Egg Hunt – Food Trucks – Vendor Village
Complimentary Bike Checks – Group Rides & Tours
Bike Skills Clinic – Meet a Pro Rider – Raffle – and More

Fun for the Whole Family!

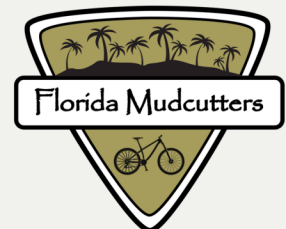
Trails for All Types of Riders

- Toddler/Strider Course
- Beginner
- Intermediate
- Advanced
- Jump Line

Saturday, March 30, 2024

9:00 AM – 3:00 PM

Caloosahatchee Regional Park – Parking Lot #3
18251 North River Road
Alva, FL 33920



Shane Kelley

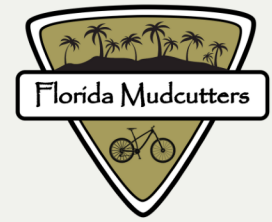
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Mountain Bike Club of SWFL



About Us



The Florida Mudcutters is a Mountain Bike Club located in Southwest Florida that works in partnership with Lee County Parks and Recreation to provide an inclusive and progressive mountain biking experience for riders of all ages and riding styles to enjoy. This is accomplished through maintenance, improvement, and new construction of off-road cycling trails at Caloosahatchee Regional Park.

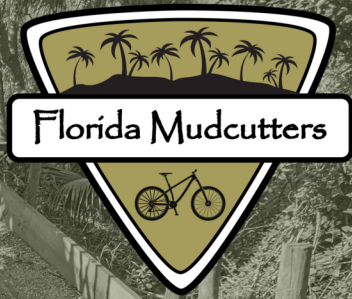
How did the Mountain Bike Trails get started at Caloosahatchee Regional Park?

When the Caloosahatchee River was dredged in the 1950s, the spoils were pumped and stockpiled on the northern bank of the river. Little did they know they were setting the groundwork for a future recreational treasure!

In the 1960s, the State of Florida bought the land and turned it into the Caloosahatchee Regional Park, which is now managed by Lee County. In the northern part of this park is 400 acres of hard-packed clay, with elevations changes of 10 to 25 feet along the borders of the property. It didn't take long for a group of mountain bikers to recognize the obvious: with some work, this overlooked patch of land could be transformed into incredible mountain biking terrain.

In 1999 Lee County granted a small group of passionate mountain bikers permission to start building off road cycling trails. This group would eventually call themselves the Florida Mudcutters. They worked tirelessly until they completed the original 5 miles of trails by hand! Over the years, this grew into 11.8 miles of single-track mountain biking trails that meet the needs of beginners, intermediates, and advanced riders.

Today the Florida Mudcutters have strengthened their relationship with Lee County Parks and Recreation to provide Southwest Florida with an inclusive, fun, and progressive mountain bike destination for all types of mountain biking styles and skill sets. From toddlers on balance bikes, to cross country fanatics, to advanced freeriders, and everything in between, Caloosahatchee Regional Park offers a off road cycling experience that is progressive, beautiful, and free for all to use.



About The Event

The purpose of our event is to introduce participants to the amazing off-road cycling trails at Caloosahatchee Regional Park (CRP) that the entire family can enjoy and celebrate the Easter Holiday. The trail system at CRP is extensive and all-inclusive featuring a total of 11.8 miles of single-track ranging in difficulty from beginner to intermediate to advanced, and a dedicated jump line.

The most notable trail systems that rival those offered at CRP are Alafia River State Park (Lithia) and Markham Park (Sunrise) with both attractions about a 2 hour drive away. As such, the trail system primarily serves the Southwest Florida community drawing seasonal and full-time residents from Port Charlotte to Naples. The system also receives traffic traveling from all over the State of Florida and some users traveling from as far away as Canada.

Aside from the general yearly maintenance, the Florida Mudcutters have partnered with Lee County Parks & Recreation to improve the facility through the construction of a Toddler/Balance Bike Loop, which will have its Grand Opening during this event. Florida Mudcutter Club Members will also provide numerous guided tours throughout the day to help newcomers navigate the trail system. Additionally, there will be an Easter Egg Hunt split into various age groups for the children to enjoy. Furthermore, we will have various food trucks provided and a vendor village for our sponsors to showcase their business/wares.



Event Highlight

Easter Egg Hunt

- Children Ages 4 and Under
- Children Ages 5 to 10
- Ages 11+

Multiple Guided Tours to Introduce Participants to the World of Off Road Cycling in Southwest Florida

Complementary Bike Safety Check Provided by Trek Bikes of Florida

Meet a Pro Mountain Bike Athlete

Grand Opening

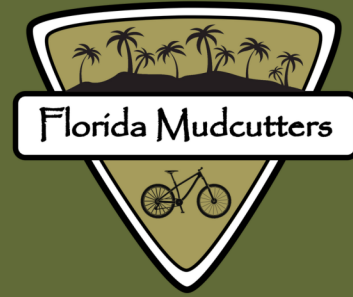
- Toddler Loop (0.2 miles)

50/50 Fundraising Raffle with Minimum Prize of \$250

All Inclusive Trail System

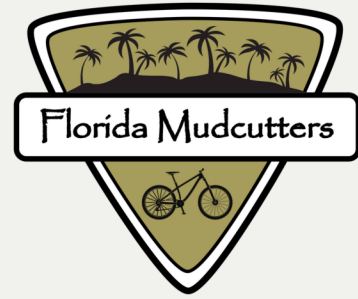
- Beginner Loop
- Intermediate Loop
- Advanced Loop
- Jump Line

Sponsorship Benefits



- The Mountain Bike community in Florida is extensive. Events typically draw riders from all over the state. Additionally, SWFL is known for the influx of seasonal residence, traveling as far as Canada to escape the cold of winter to spend several months in the warm Florida sun.
- Sponsor supplied materials are handed out to attendees and banners and signs remain visible throughout the event weekend. Vendors also have the opportunity to showcase their wares.
- Our advertising reach through our Facebook social media platforms is extensive.
- Who wouldn't want to get their business out in front of an extensive network of engaged followers on every single post? That's the best niche targeting you'll get for the price, plus you're helping out a non profit. During our event promotion, posts receive even more attention.
- Our reach extends beyond our platforms as our posts are picked up and shared through the other biking communities.
- Proceeds help cover costs of the event and fund the Club's efforts to build, maintain, and repair trails throughout the area as well as support mountain biking opportunities in the local communities and schools by supporting the National Interscholastic Cycling Association (Florida Division).

Sponsorship Packages



Presenting Sponsor - \$1,000

- Considered a 2024 sponsor, logo with business link placed on home page of Mudcutter website.
- Two videos posted on social media in 2024 promoting business.
- Large logo placement on 2024 Florida Mudcutter Jersey.
- Speaking opportunity during the event.
- Vendor booth opportunity to promote business at event.
- Banner provided by business placed at all events in 2024 season.
- Large logo placement on all event and yearly marketing material.
- Individual social media spotlight with business website linked.
- Three (3) H-post sign printed with logo placed throughout the trail system during the event.

Carbon Sponsor - \$500

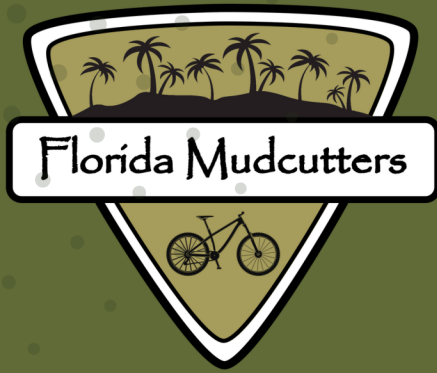
- Considered a 2024 sponsor, logo with business link placed on sponsorship page of Mudcutter website.
- Medium logo placement on 2024 Florida Mudcutter Jersey.
- Vendor booth opportunity to promote business at event.
- Banner provided by business placed at event.
- Medium logo placement on all event and yearly marketing material.
- Individual social media spotlight with business website linked.
- H-post sign printed with logo placed at event.

Aluminum Sponsor - \$250

- Vendor booth opportunity to promote business at event.
- Banner provided by business placed at event.
- Small logo placement on all event marketing material.
- Social media spot light.
- H-post sign printed with logo placed at event.

Steel Sponsor - \$125

- Small logo placement on all event marketing material.
- Social media spot light.



**Mountain Bike
Club of SWFL**

**Thank you!
Hope you are interested!**

Shane Kelley

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Website www.mudcutters.org

Email florida.mudcutters@gmail.com