

SPONSORSHIP

FOR ATLAS RIDE



The 2023 Texas 4000 ATLAS Ride will take place on Saturday, May 20th in Lampasas Texas. The ATLAS Ride is a kick-off to the summer and an opportunity for our community and new friends to ride with the 2023 Texas 4000 Team, all students from the University of Texas at Austin, on the first day of their 70-day journey cycling 4,000 miles from Austin, Texas to Anchorage, Alaska.

With 25- and 50-mile ride options, every level of cyclist can join us to bike through the hill country while raising money and awareness for Texas 4000's mission to cultivate student leaders and engage communities in the fight against cancer.

More than 600 participants will be there to help us send off the 2023 team and to celebrate at the finish line festival that includes delicious BBQ, live music, beer, activity booths, and more!

Sponsors are a key part of the Texas 4000 program. Our partners allow us to expand our mission to new supporters while also providing unique and tangible opportunities for your employees to get involved with Texas 4000 and to share your brand with the Texas 4000 community.



TEXAS4000.ORG/EVENT/ATLAS-RIDE

Publicity

	Gold	Silver	Bronze
Named Presenting Sponsor	o		
Company Logo and Feature on Website	o	o	o
Company Logo on Signage at the Main Tent	o	o	
Company Logo and Signage at the Entertainment Stage	o	o	
Company Logo and Signage at the Finish Line	o	o	o
Verbal Recognition during the finish line festival*	o	o	o
Sponsorship Featured on Social Media	o	o	o
ATLAS Ride Registrations includes Finish Line Lunch	20	10	6

Attendee Interaction

Opportunity to Address Attendees at the Finish Line Festival	o		
Opportunity to Host Booth at the Finish Line Festival	o	o	o
Opportunity to Provide Promotional Items to Attendees in Rider Packet	o	o	o