



## BIKE THE BRANDYWINE Saturday, September 20, 2025

Since 1967, the Brandywine Conservancy has worked to protect open space and water resources to help preserve water quality for local communities. Today, more than 70,200 acres of open space have been permanently protected thanks to our efforts, including more than 36,000 acres located within the Brandywine Creek Greenway. A regional planning initiative of the Conservancy, the Greenway encompasses one National Historic Park, one state Scenic Byway, three major state parks, 40+ municipal parks, 69 miles of trails and sidewalks, and the Brandywine Creek—a major source of drinking water for nearly half a million people. The Brandywine Creek Greenway Program defines a single powerful vision of how people in the region wish to live, work and play.



First held in 2016, **Bike the Brandywine** celebrates the landscapes and vistas that make up the Greenway and introduces cyclists to the organization that ensures their perpetual protection. Over 450 riders and volunteers participated in the 6th Bike the Brandywine in 2024, and we expect that number to increase in 2025 with 500-600 riders and volunteers. After having to cancel the 2023 ride due to extreme weather, 2024's ride was a perfect day for a ride.

In September 2025, Bike the Brandywine will once again feature three loops that take in the beautiful Brandywine Creek Greenway and surrounding countryside. With distances of 25, 45, and 62 miles (the last, a “metric century”)—each ride offers a unique and thrilling experience for both recreational and more avid/seasoned cyclists. After the ride, participating cyclists will enjoy food, drink and merriment with their fellow riders in a post-ride event to include additional opportunities for sponsor advertising and acknowledgement.

**We hope you'll consider supporting the Brandywine Conservancy by sponsoring this year's Bike the Brandywine ride. Proceeds from Bike the Brandywine support the Brandywine Conservancy's programs and initiatives that work to protect land and water resources for current and future generations to come, as well as providing the ability to produce a breathtaking ride through the Brandywine Creek Greenway!**

*For more information about any of our sponsorship packages for Bike the Brandywine, please contact:*

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By sponsoring Bike the Brandywine, your company will demonstrate its special interest in our community and its commitment to sound environmental stewardship and the preservation and wise use of natural and cultural resources—issues that our shared constituencies care about deeply.

### **WATERSHED SPONSOR** **\$10,000**

**Recognition:** Company name will be recognized as Watershed Presenting Sponsor on event-related materials, including:

- Top placement of company logo on t-shirts given to all riders\*
- Company name acknowledged on Brandywine's website
- Sponsor acknowledgement on press releases, route sheets, and signage at rest stops and start/finish
- Recognition in all event-related email promotions and in the Brandywine's Annual Report

### **Publicity and Promotion**

- Opportunity to display company banner at the ride start site (banner to be provided by sponsor)
- Opportunity to host a tent at event (tent to be provided by sponsor)
- Opportunity to promote company with collateral material at rider packet pickup\*
- Event-related social media mentions

### **Benefits, Hospitality and Entertainment**

- Registration for up to 10 riders
- Post-ride barbecue admission for up to 15 nonriders
- 15 complimentary admission passes to Brandywine Museum of Art

*\*Logos/collateral material required by August 1, 2025, to receive sponsorship benefits.*



## **RIVER SPONSOR**

**\$5,000**

**Recognition:** Company name will be recognized as River Sponsor on event-related materials, including:

- Prominent placement of company logo on t-shirts given to all riders\*
- Company name acknowledged on Brandywine's website
- Sponsor acknowledgement on press releases, route sheets, and signage at rest stops and start/finish
- Recognition in all event-related email promotions and in the Brandywine's Annual Report

### **Publicity and Promotion**

- Opportunity to display company banner at the start site (banner to be provided by sponsor)
- Opportunity to host a tent at event (tent to be provided by sponsor)
- Opportunity to promote company with collateral material at rider packet pickup\*
- Event-related social media mentions

### **Benefits, Hospitality and Entertainment**

- Registration for up to 6 riders
- Post-ride barbecue admission for up to 10 nonriders
- 10 complimentary admission passes to Brandywine Museum of Art

*\*Logos/collateral material required by August 1, 2025, to receive full sponsorship benefits.*

## **CREEK SPONSOR**

**\$2,500**

**Recognition:** Company name will be recognized as Creek Sponsor on event-related materials, including:

- Company logo placement on t-shirts given to all riders\*
- Company name acknowledged on Brandywine's website
- Sponsor acknowledgement on press releases, route sheets, and signage at rest stops and start/finish
- Recognition in all event-related email promotions and in the Brandywine's Annual Report

### **Publicity and Promotion**

- Opportunity to display company banner at the start site (banner to be provided by sponsor)
- Opportunity to host a tent at event (tent to be provided by sponsor)
- Opportunity to promote company with collateral material at rider packet pickup\*
- Event-related social media mentions

### **Benefits, Hospitality and Entertainment**

- Registration for up to 4 riders
- Post-ride barbecue admission for up to 5 nonriders
- 5 complimentary admission passes to Brandywine Museum of Art

*\*Logos/collateral material required by August 1, 2025, to receive full sponsorship benefits.*

## **STREAM SPONSOR**

**\$1,000**

**Recognition:** Company name will be recognized as Stream Sponsor on event-related materials, including:

- Company logo placement on t-shirts given to all riders\*
- Company name acknowledged on Brandywine's website
- Sponsor acknowledgement on press releases, route sheets, and signage at rest stops and start/finish
- Recognition in all event-related email promotions and in the Brandywine's Annual Report

### **Publicity and Promotion**

- Opportunity to display company banner at the start site (banner to be provided by sponsor)
- Opportunity to promote company with collateral material at rider packet pickup\*
- Event-related social media mentions

### **Benefits, Hospitality and Entertainment**

- Registration for up to 2 riders
- 2 complimentary admission passes to Brandywine Museum of Art

*\*Logos/collateral material required by August 1, 2025, to receive full sponsorship benefits.*

## **TRIBUTARY**

**\$500-\$950**

**Recognition:** Company name will be recognized as Tributary on event-related materials, including:

- Company logo placement on t-shirts given to all riders\*
- Company name acknowledged on Brandywine's website
- Donation acknowledgement on press releases, route sheets, and signage at start/finish
- Recognition in all event-related email promotions and in the Brandywine's Annual Report

### **Publicity and Promotion**

- Opportunity to promote company with collateral material at rider packet pickup\*
- Event-related social media mentions

### **Benefits, Hospitality and Entertainment**

- Registration for 2 riders

*\*Logos/collateral material required by August 1, 2025, to receive full sponsorship benefits.*