

# THE TRAIL TRIFECTA

**MARCH 18-21 • 2020**

IN *Titusville*

The City of Titusville is thrilled to be host to a trifecta of trail events in 2020. The convergence of the Coast to Coast Trail ([www.c2ctrail.com](http://www.c2ctrail.com)), the St. Johns River to Sea Loop ([www.river2sealoop.org](http://www.river2sealoop.org)) and the East Coast Greenway ([www.greenway.org](http://www.greenway.org)) makes North Brevard a great place to hold a variety of cycling events.

All three events will be centered in our historic downtown, with the anchor location being the Historic Emma Parrish Theater. The trail is one block from the theater and goes right through downtown, and is convenient to shops, restaurants and more. Plus, Titusville is the gateway community to Kennedy Space Center and the Merritt Island National Wildlife Refuge and Canaveral National Seashore. This makes for a perfect staycation opportunity!

## What is a Trail Trifecta?

Although these are three separate events, they all work nicely in concert to provide attendees an excellent opportunity to immerse themselves in the trail and cycling economy.

- ◆ On Wednesday, March 18th the first statewide Cycling Tourism Conference will take place and feature a series of presentations and breakout sessions to insure that we are capitalizing on the opportunity to the best of our ability as a state.
- ◆ On Thursday, March 19th we welcome the annual St. Johns River to Sea Loop Summit. This full day workshop also features presentations and breakout sessions, but the focus is on fulfilling the promise of the loop, which a 260-mile network of trails connecting several counties through the heart of Florida. On Friday, March 20th the Office of Greenways and Trails will hold an action planning workshop to develop performance measurements for the completion of the trail to insure we get to the finish line on this important connector.
- ◆ Finally, on Saturday, March 21st we are organizing our third community trail ride. With guided rides, comfort stations, food and fun...this is a great way to end a week of trail discussions.

## This is your invitation

Join us and support these events, which are a perfect way to align your organization with a significant new economic and recreational activity in the community, and connect with cycling enthusiasts to share your message, products and services.

We have worked together to package these events all together, but if that doesn't fit into your budget, the back page of this brochure breaks each event down individually, and there are opportunities for all budgets!

Your investment in any one or all of these events will help fund the planned activities, provide safety and enjoyment for the riders and after party goes, and add to the convention and festive nature of the days. Benefits of sponsorship are commensurate to your level of investment, and the details listed within this brochure are the minimum guarantees regarding your inclusion.

We thank you in advance for your consideration, and look forward to confirming your participation!

## Ready to commit?

Contact **Erin Akins**—321-607-6216—[akins@titusville.org](mailto:akins@titusville.org)  
**Marcia Gaedcke**—321-267-3036—[gaedcke@titusville.org](mailto:gaedcke@titusville.org)



BIKE FLORIDA





## Joy Hancock, Executive Director

727-272-0015  
joy@bikeflorida.org

611 S. Fort Harrison Ave  
Clearwater FL 33756  
www.bikeflorida.org



BIKE FLORIDA

Bike Florida is excited to offer you a chance to be part of the inaugural Bicycle Tourism Conference March 18, 2020 in Titusville. The conference promises to be an exciting assembly of companies, individuals and organizations who wish to see Florida flourish through bicycle tourism. The wide range of interests represented, from fitness and bike safety to mobility, tourism and many others, ensure an interesting and varied range of discussions and partnership possibilities. While all participants will have their own specific interests, we all share an interest in developing bicycle tourism as an economic driver that helps improve both local health and quality of life across our communities.

We would like to invite you to join our partner Alert Today Florida to demonstrate your support of safe cycling and education in your local community. A range of sponsorship packages are available that will help create and strengthen statewide bicycle partnerships and networks, as well as meet our mission of helping Florida communities improve their economic health through bicycle tourism.

Best Regards,

Joy Hancock  
Bike Florida Executive Director

**Bicycle travelers tend to be geotourists - interested in experiencing the distinctive characteristics of a place, including its culture, landscape, history, and the well-being of its residents (as defined by National Geographic). They tend to prefer to spend locally, make meaningful connections with locals, and explore off the beaten path.**



532 W. Florence Avenue  
Deland, Florida 32720  
<https://www.River2SeaLoop.Org>



Dear friend and supporter of the St Johns River-to-Sea Loop,

The St Johns River-to-Sea Loop Alliance invites your sponsorship of the 2020 St. Johns River to Sea Loop Summit on March 18-19 in Titusville. Help fulfill the Loop's promise by joining us in our mission to advance, advocate, support, promote and protect the 260-mile River to Sea Loop SUNTrail. Your support builds advocacy, locally and statewide, that will ensure completion of the Loop. It identifies your organization with a trail that is emerging as a model for the Florida Trail Network.

The River to Sea Loop is a multiuse trail connecting five counties – Brevard, Volusia, Putnam, St Johns and Flagler. It runs through Titusville, DeBary, East Palatka, St. Augustine and back to Titusville, connecting people, communities, parks, springs and beaches. The Loop brings the benefits of economic development, sustainable environmentally-friendly tourism, health and fitness, safety, equitable mobility, and strong, active communities. An investment in trails is an investment in the future.

Show your love for the Loop! Your sponsorship helps fulfill the Loop's promise by enabling a successful Summit and supporting the Alliance mission. [Info@River2SeaLoop.Org](mailto:Info@River2SeaLoop.Org).

Maggie Ardito  
President, St. Johns River-to-Sea Loop Alliance

St. John's River to Sea Loop Alliance, Inc.  
[www.River2SeaLoop.org](http://www.River2SeaLoop.org)

**It is important for communities, decision-makers and businesses, to understand that cyclists are the kind of tourist you want to attract.**

- **82% of touring cyclists have a college education**
- **52 is the average age**
- **58% make over \$75,000 per year**
- **8.1% are international tourists**





## The Benefits of Cycling

Bicycling is one of the fastest growing types of outdoor recreation and tourism nationwide. It's estimated that 48 million people bicycle recreationally per year, contributing \$96.7 billion per year to the economy (2017, Outdoor Industry Association). Bicycling also contributes to better community health and related savings, less congestion, environmental health, and happier people.

Bicycling as a form of tourism is one of the primary ways that communities can capitalize on sustainable economic development opportunities. Many studies have measured the economic benefits for communities, states, and specific trails and found significant impacts. Nationally, bike tourism accounts for an estimated \$83 billion in trip-related spending, which doesn't even count gear sales (2018, Outdoor Industry Association).

## Platinum Sponsor - \$12,500 *(limit 1)*

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, t-shirts, press releases signage and website.
- Most Prominent Exhibit Space
- Live Sponsor Welcome Message
- Insert Materials in Goody Bags at all events.
- VIP Seating at Florida Bicycle Tourism Conference AND St. Johns River to Sea Loop Summit
- 10 complimentary registrations for Gear Up. Ride it Down 2!, including bicycles (if necessary).

## Keynote Sponsor - \$8,000 *(limit 2)*

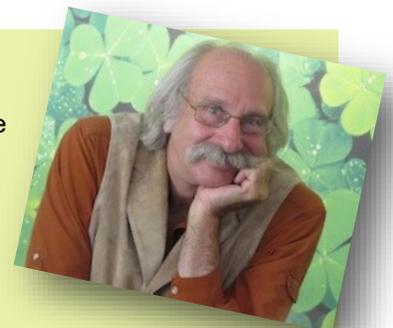
- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, t-shirts, press releases signage and website.
- Prominent Exhibit Space
- Live Sponsor Message
- Insert Materials in Goody Bags at all events.
- VIP Seating at Florida Bicycle Tourism Conference AND St. Johns River to Sea Loop Summit
- 5 complimentary registrations for Gear Up. Ride it Down 2!, including bicycles (if necessary).

## Hospitality Sponsor - \$2,500 *(limit 5)*

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases signage and website.
- Exhibit Space
- Insert Materials in Goody Bags at all events.
- VIP Seating at Florida Bicycle Tourism Conference AND St. Johns River to Sea Loop Summit
- 2 complimentary registrations for Gear Up. Ride it Down 2!, including bicycles (if necessary).

## Dan Burden—Keynote Speaker

We are thrilled to welcome Dan Burden as our Keynote Presenter at both the Florida Bicycle Tourism Conference AND the St Johns River to Sea Loop Summit. Dan is the Director of Inspiration and Innovation for Blue Zones ([www.bluezones.com](http://www.bluezones.com)) and is America's most recognized authority on walkability and bikeability and a pioneer in people-first urban planning. For 40 years, he has helped policymakers in over 3,500 cities around the country create healthier cities, one neighborhood at a time. He will share two unique presentations at these events.





## Cycling Tourism Conference

BIKE FLORIDA

### Presenting Sponsor - \$5000

(limit 1)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases signage and website.
- Prominent Exhibit Space
- Live Sponsor Welcome Message
- Insert Materials in Goody Bag
- VIP Seating

### Lunch Sponsor - \$3000

(limit 2)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases, signage and website.
- Prominent Exhibit Space
- Insert Materials in Goody Bag
- VIP Seating

### Recharge Sponsor - \$1000

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases signage and website.
- Exhibit Space
- Insert Materials in Goody Bag
- VIP Seating

### Breakout Sponsor - \$500

- Brand Recognition on all materials based on level of investment including posters, flyers, digital outreach, press releases signage and website.
- Exhibit Space
- Insert Materials in Goody Bag



## St. Johns River to Sea Loop Summit

### Presenting Sponsor - \$5000

(limit 1)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases signage and website.
- Prominent Exhibit Space
- Live Sponsor Welcome Message
- Insert Materials in Goody Bag
- VIP Seating

### Lunch Sponsor - \$3000

(limit 2)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases, signage and website.
- Prominent Exhibit Space
- Insert Materials in Goody Bag
- VIP Seating

### Recharge Sponsor- \$1000

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases signage and website.
- Exhibit Space
- Insert Materials in Goody Bag
- VIP Seating

### Breakout Sponsor - \$500

- Brand Recognition on all materials based on level of investment including posters, flyers, digital outreach, press releases signage and website.
- Exhibit Space
- Insert Materials in Goody Bag



## Gear Up. Ride it Down 2 Community Trail Ride

### Presenting Sponsor - \$5000

(limit 1)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, t-shirts, press releases, signage and website.
- Prominent Exhibit Space
- Insert Materials in Goody Bags
- 10 complimentary registrations, including bicycles (if necessary).

### After Party Sponsor - \$3000

(limit 2)

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, t-shirts, press releases, signage and website.
- Prominent Exhibit Space
- Insert Materials in Goody Bags
- 5 complimentary registrations, including bicycles (if necessary).

### Recharge Sponsor - \$1000

- Brand Recognition on all materials based on level of investment including invitations, posters, flyers, digital outreach, advertisements, press releases, signage and website.
- Exhibit Space
- Insert Materials in Goody Bags
- 2 complimentary registrations including bicycles (if necessary).

### Route Sponsor - \$500

- Brand Recognition on all materials based on level of investment including posters, flyers, digital outreach, press releases signage and website.
- Insert Materials in Goody Bags
- 1 complimentary registration

### Comfort Station - \$100

Add to the ride experience by sponsoring a comfort station along the route! This sponsorship secures your spot on the trail. Tent, table, chairs, and water are provided – your job is to bring the fun! Sponsor recognition on website and at after party, and additionally where appropriate.

*Both the State Conference and the Loop Summit will feature full days of presentations and breakout sessions. Mixed in between the educational moments will be breaks for food and fellowship, as well as additional opportunities to network and learn from one another. For those that plan to make this a “stay”cation, there will be after hours events and excursions.*

*The Saturday Community Ride features lots of food, fun and exercise on the East Central Regional Rail Trail. Ride from 5-40 miles (every group has a guide) and explore the eastern portion of the Coast to Coast Trail and the southeastern section of the St. Johns River to Sea Loop. Every participant receives a commemorative t-shirt and takes home lots of great memories!*

**Are you excited about all that is coming? So are we! Don't DELAY, Commit TODAY!**

Contact **Erin Akins—321-607-6216—akins@titusville.org**

**Marcia Gaedcke—321-267-3036—gaedcke@titusville.org**