



2024

criterium Bike Race

PRESENTED BY SPARTANBURG REGIONAL
HEALTHCARE SYSTEM



SPONSORSHIP OPPORTUNITIES

palspartanburg.org

Why Partner with PAL?

“YOUR COMMUNITY, YOUR HEALTH, YOUR TRAILS, YOUR PALS”

embodies your investment and partnership in reshaping the culture and design of Spartanburg. Each person’s health experiences and challenges are unique. Your support builds a community where everyone matters and health belongs to all.

INVEST IN AN ENTIRE COMMUNITY SYSTEM



TRAIL DEVELOPMENT

Connect neighborhoods, build community and support health.



NUTRITIOUS FOODS

Provide easy and increased access to local, fresh, healthy food.



CHILDHOOD WELLNESS

Foster healthy eating, physical activity, and emotional wellness for students, staff, and families.



ACTIVE SPACES

Build, advocate and promote community play spaces.

Your sponsorship directly supports these efforts. Thank you for connecting neighborhoods and bringing people together to build a stronger, healthier community. We cannot achieve this mission without your generosity.



24.35

MILES
OF COMPLETED
TRAILS

533

JOBS SUPPORTED
FROM CONSTRUCTION
OF COMPLETED AND
IN PROGRESS TRAILS

12,507

of locally grown
produce bought
and sold for PAL's
Food Hub.

OVER
700k

DAN TRAIL USES
SO FAR THIS YEAR

FROM THE COMMUNITY



“The PAL Food Hub is a great resource that supports our small farm by paying fair prices for produce that they turn around and distribute to community members who may have limited access to fresh food.”

“Being a part of the PAL Food Hub has been very beneficial for us this season because we’ve been able to sell them our leftover products and the end of the farmers market. This helps us maximize our sales while reducing the amount of unsold produce that might otherwise just end up in the compost pile.”

-Erica Fernbach
Farmer, Seven Oaks Farm



“Everyone needs someplace they can go to get closer to nature or just to think and reflect on themselves and their lives. I think PAL has done that in bringing the future trail to Highland. It also gives us a chance to get out, to walk or ride a bike or whatever, to be more active. So I greatly appreciate that we are fortunate enough to get that in Highland.”

-Wilma Moore
Highland Community Engagement Coordinator, United Way



“When I moved back to Spartanburg 13 years ago, I met Laura and learned about PAL and the exciting things planned for our community. I had moved home from Atlanta which had a well connected and developed trail system. Over the last 13 years, it’s been awesome to see how far we’ve come since my years growing up here. I’ve run and walked the trails, witnesses my daughter light up with pride after completing the kids’ ride, made the Turkey Day run a tradition, and felt the energy that the Crit brings to our city. I can’t wait to see what the next years have in store!”

-Aundie Bishop
Medical Group of the Carolinas



“The Mary Black Rail Trail is one of my favorite places to run. I went through a tough time in late 2015 and started running as a way to manage stress. The trail was a sort of refuge for me then and continues to offer me a safe place to run each week. Whether I am logging four miles or a half marathon, seeing others on the trail always gives me a boost. The smile of a stranger can go a long way to uplift my attitude and increase my motivation. With the expansion of the trail, I now have a longer route to follow and I am able to enjoy more of the sights and scenery of Spartanburg. Each year since 2015, the Turkey Day 8K has been one of my favorite races as I enjoy the interaction with other runners and members of the community.

-Tasha Thomas
Instructor, USC Upstate



“I had no idea there were so many trails right here in Spartanburg.

The Mary Black Rail trail is one of my most favorite trails to walk because my sister and I would walk that trail together before she passed in 2017. I now host a weekly dance fitness class on the fitness pad located on the trail. After our class we will walk the trail together.”

-Rebecca Shippy
Founder & Director, Joannercize Fitness & Joanne’s Safe Haven



CRITERIUM BIKE RACE

"My absolute favorite Spartanburg event! Our team looks forward to the CRIT every year."

-Sterling Draper



Funds 180ft in trail construction



Funds 90ft in trail construction



Funds 60ft in trail construction



Funds 30ft in trail construction



Funds 15ft in trail construction

Presenting

Sprint

Paceline

Rouleaur

Peloton

Exclusive event naming rights

Decorated 20 X 40 catered spectator area at S/F line

TV in tent with live feed

10 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Option to speak at event

Designated Social Media Posts

Mentions in PAL e-blasts

12 event shirts

*Food & drinks for 150 people

\$35,000

20 X 40 catered spectator area near S/F line

Option for TV in tent

8 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Option to speak at event

Designated Social Media Posts

Mentions in PAL e-blasts

8 event shirts

*Food & drinks for 125 people

\$15,000

20 X 30 catered spectator area

6 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Social Media Posts

Mentions in PAL e-blasts

6 event shirts

*Food & drinks for 100 people

\$10,000

10 X 20 catered spectator area

4 course-side banners

Logo on all promotional items, tshirts & jumbotron

Recognized throughout event

Social Media Post

4 event shirts

*Food & drinks for 50 people

\$5,000

10 X 20 catered spectator area OR 10 PAL Tent Tickets

2 course-side banners

Company name written on promotional items & t-shirts

Social Media Post

2 event shirts

*Food for 20 people

\$2,500



SPONSORSHIP FORM



Help advance active living, promote healthy eating,
and foster health equity in Spartanburg County.

Company: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Name as to appear on marketing materials: _____

I'D LIKE TO SPONSOR:

- Title - ~~\$35,000~~
- Sprint- \$15,000
- Paceline - \$10,000
- Rouleur - \$5,000
- Peloton - \$2,500

Pay Online

Please Invoice



Thank you for your support!

Please email company logo and form to sschwartzbauer@palspartanburg.org
OR mail form to PO Box 6728, Spartanburg, SC 29304.