

Bridge Day®



NEW RIVER GORGE, WEST VIRGINIA



2024 SPONSORSHIP
PACKAGES

BRIDGEDAY@OFFICIALBRIDGEDAY.COM

To our Bridge Day supporters,

As we look forward to making plans for our region's signature event, the 45th annual Bridge Day, we would like to share with you the information and success of our unique event. This festival means the world to our community and our state, and we appreciate everyone who helps us make it a great experience.

About Bridge Day

On the 3rd Saturday in October, Bridge Day celebrates West Virginia's signature icon, the New River Gorge Bridge, which is located in the New River Gorge National Park and Preserve. Bridge Day is a celebration of BASE jumping, rappelling, outdoor adventure, whitewater rafting, spectators, local craft artisan vendors, and community. The single day event is held on a major highway and allows pedestrians to enjoy the bridge and its scenic views.

Why sponsor Bridge Day?

Visibility! The event provides great visibility for your business, especially among our visitors. Bridge Day is promoted across the state year-round. Your sponsorship puts you in the spotlight before, during, and after West Virginia's largest one day festival. Sponsorship of the event helps to facilitate security for safety, shuttles for visitors and staff, facilities for all, and promotion of the event itself. It also assists you in reaching a huge audience leading up to the event, as well as the day of. The work put in from the companies, sponsors, staff, citizens, and volunteers in Fayette County and beyond make this such a positive event for the area.

How to become a Bridge Day sponsor?

After reviewing the sponsorship opportunities, please let us know which one is the best fit for you and your business. Please note that some selections have limited availability.

Please email becky@fayettecounty.com or call (304) 465-5617.

We look forward to working with you on one of our state's signature events.

For Bridge Day,



Becky Sullivan
Bridge Day Commission
President, Fayette County Chamber of Commerce
Executive Director, New River Gorge CVB

**BRIDGE
DAY 2024**

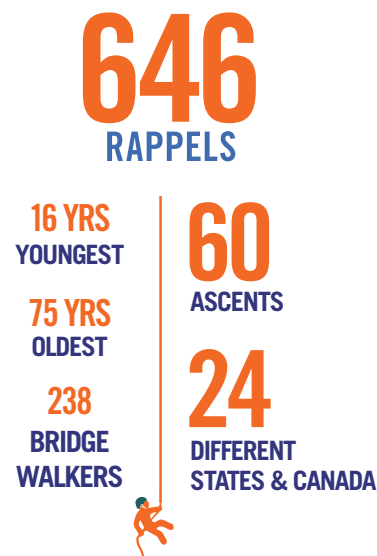
BRIDGE DAY 2023

RECAP

From leaps in social media engagement to outstanding aerial stunts during the event itself, the day was definitely one to remember! Check out these impressive stats from the world's largest BASE jumping festival and West Virginia's most extreme one-day event.

YEARLY STATS

NOV 2022- OCT 2023



WEEK OF STATS

OCT 15-21, 2023

FACEBOOK


2.6 MILLION
PEOPLE REACHED


2,274
NEW PAGE FOLLOWERS



207,557
POST ENGAGEMENTS


316,411
VIDEO VIEWS


66,984
REACTIONS


2,216
NEW PAGE LIKES

X


40 POSTS
FROM @BRIDGEDAY
51,193
IMPRESSIONS


37
LINK CLICKS
PER DAY ON AVERAGE


320
MENTIONS
OF @BRIDGEDAY


223
REPOSTS
PER DAY ON AVERAGE

INSTAGRAM


106,894
INSTAGRAM
IMPRESSIONS


3,069
PROFILE VISITS


6,573
LIKES

22,115
UNIQUE
STORY OPENS


35,123
VIDEO VIEWS



ON BRIDGE DAY...

 **82%** OUT-OF-STATE
SITE USERS


12,868
SESSIONS

 **2,480**
INSTAGRAM PROFILE VISITS

 **18%**
IN-STATE SITE USERS


19,491
PAGE VIEWS

 **55,864**
LIVESTREAM VIEWS

 **100,210**
INSTAGRAM IMPRESSIONS

WEEK OF BRIDGE DAY

 **10%**

PEOPLE DIRECTED TO THE
SITE FROM SOCIAL MEDIA

PRESENTING SPONSOR (1 AVAILABLE)

\$25,000

- + Promoted as the Bridge Day Presenting Sponsor in outgoing messaging and public relations outreach
- + Prominent *presented by* distinction with logo on officialbridgeday.com
- + Signage opportunity at the entrance of each end of the bridge (sponsor to provide a logo; FCCC will print banners)
- + Five (5) booth spaces on the south side of the bridge (total of 125' x 10' display area)
- + One (1) booth space on the north side of the bridge (25' x 10' display area)
- + Three (3) VIP parking passes for sponsor use or promotional item
- + Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the contract term
- + Permission to use the Bridge Day logo for brand association with the annual event in marketing or retail items (excluding shirt apparel). Bridge Day is a registered trademark
- + Ten (10) social media posts tagging the sponsor's account(s) during the contract term. Sponsor must provide photo, hashtag, content, and links
- + License to use select photos and b-roll for sponsor's marketing efforts with creative approval by the FCCC

OFFICIAL SPONSOR (5 AVAILABLE)

\$15,000

- + Promoted as an Official Sponsor of Bridge Day
- + **Category exclusivity** of product at Bridge Day event (beverage, convenience store, tools, vehicle, food, etc., with contracts signed prior to April 1)
- + Signage opportunity at the entrance of each end of the bridge (sponsor to provide a logo; FCCC will print banners)
- + Three (3) booth spaces on the south side of the bridge (total of 75' x 10' display area)
- + Two (2) VIP parking passes for sponsor use or promotional item
- + Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the contract term
- + Permission to use the Bridge Day logo for brand association with the annual event in marketing or retail items (excluding shirt apparel). Bridge Day is a registered trademark
- + Five (5) social media posts tagging the sponsor's account(s) during the contract term. Sponsor must provide photo, hashtag, content, and links
- + Company logo on officialbridgeday.com during the contract term

ITG SHUTTLE SPONSOR (1 AVAILABLE)

\$10,000

- + Promoted as Bridge Day Shuttle Sponsor for Into the Gorge (ITG)
- + Sponsor may provide teardrop flags for ITG shuttle stops
- + Logo displayed on all event wristbands for ITG shuttles
- + Two (2) booth spaces on the south side of the bridge (total of 50' x 10' display area)
- + Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the contract term (Bridge Day is a registered trademark)
- + FCCC promotion of ITG shuttles in Bridge Day communications, including email newsletters and blog posts
- + Three (3) social media posts, tagging sponsor's accounts, for duration of the contract (sponsor must provide photo, hashtag, content, and links)
- + Company logo on officialbridgeday.com during the contract term

SPECTATOR SHUTTLE SPONSOR (1 AVAILABLE)

\$10,000

- + Promoted as Bridge Day Shuttle Sponsor for spectator shuttles
- + Sponsor may provide teardrop flags for spectator shuttle stops
- + Logo displayed on all event wristbands for spectator shuttles
- + Two (2) booth spaces on the south side of the bridge (total of 50' x 10' display area)
- + Use of the name "New River Gorge Bridge Day" in sponsor's marketing during the contract term (Bridge Day is a registered trademark)
- + FCCC promotion of spectator shuttles in Bridge Day communications, including email newsletters and blog posts
- + Three (3) social media posts, tagging sponsor's accounts, for duration of the contract (sponsor must provide photo, hashtag, content, and links)
- + Company logo on officialbridgeday.com during the contract term

ADVENTURE SPONSOR (6 AVAILABLE)

\$10,000

- + Promoted as Bridge Day Adventure Sponsor
- + Signage opportunity at the entrance of each end of the bridge (sponsor to provide a logo; FCCC will print banners)
- + Permission to use the Bridge Day logo for brand association with the annual event in marketing or retail items (excluding shirt apparel). Bridge Day is a registered trademark
- + Three (3) booth spaces on the south side of the bridge (total of 75' x 10' display area)
- + Three (3) social media posts, tagging sponsor's accounts, for duration of the contract (sponsor must provide photo, hashtag, content, and links)
- + Company logo on officialbridgeday.com during the contract term

LIVESTREAM SPONSOR (1 AVAILABLE)

\$7,500

- + Promoted as Bridge Day Livestream Sponsor
- + Company logo and name provided on the livestream coverage of Bridge Day. Livestream coverage provides viewers with live video of BASE jumpers throughout the day
- + Social media mention of sponsorship in related content
- + Company logo on officialbridgeday.com during the contract term

WEST VIRGINIA SPONSOR (5 AVAILABLE)

\$5,000

- + Promoted as Bridge Day West Virginia Sponsor
- + Two (2) booth spaces on the south side of the bridge (total of 50' x 10' display area)
- + Two (2) social media posts, tagging sponsor's accounts, for duration of the contract (sponsor must provide photo, hashtag, content, and links)
- + Company logo on officialbridgeday.com during the contract term

CATAPULT SPONSOR (1 AVAILABLE)

\$5,000

- + Promoted as Bridge Day Catapult Sponsor
- + Sponsor-provided signage on the catapult location at the BASE jump site on the bridge during Bridge Day. Signage must meet approved specifications
- + Excellent exposure due to videos and photos of jumpers throughout the day
- + Social media mention of sponsorship in related content
- + Company logo on officialbridgeday.com during the contract term

OTHER SPONSORSHIPS

\$1,500 - \$3,000

+ There are several opportunities for sponsorship of specific elements that are integral to Bridge Day and provide incredible exposure to participants. These include:

+ Lanyard Sponsor (1 Available) - \$3,000

- Promoted as Bridge Day Outdoor Sponsor
- Sponsor logo along with Bridge Day logo on FCCC printed lanyards provided to all vendors, staff, media, and jumpers
- Company logo on officialbridgeday.com during the contract term

+ Outdoor Sponsor - \$2,500

- Promoted as Bridge Day Outdoor Sponsor
- One (1) booth space on the south side of the bridge (total of 25' x 10' display area)
- One (1) social media post, tagging sponsor's accounts, for duration of contract (sponsor must provide photo, hashtag, content, and links)
- Company logo on officialbridgeday.com during the contract term

+ Vendor Sponsor (1 Available) - \$2,500

- Promoted as Bridge Day Vendor Sponsor
- Sponsor logo on vendor related FCCC printed communications and signage on Bridge Day
- Company logo on officialbridgeday.com during the contract term

+ Bullseye Sponsor (1 Available) - \$1,500

- Promoted as Bridge Day Bullseye Sponsor
- Sponsor name and logo on the bullseye signage at the landing zone location for BASE jumpers during Bridge Day
- Excellent exposure due to videos and photos of jumpers throughout the day
- Company logo on officialbridgeday.com during the contract term

FRIEND OF BRIDGE DAY SPONSOR

\$500

+ Friend of Bridge Day Sponsor - \$500

- Promoted as Friend of Bridge Day Sponsor
- Company logo on officialbridgeday.com during the contract term

Feel creative? We are open to other sponsorship ideas.

Becky Sullivan

becky@fayettecounty.com

(304) 465-5617

