SPONSORSHIP INFORMATION

BIKE FARM TOUR AND FARM-TO-TABLE LUNCH

Bike the Bessemer is a one-of-a-kind event showcasing Pueblo County's finest local farms and culinary delights. This picturesque 12-mile bike ride immerses all the senses on a carefully curated tour connecting riders with Pueblo's agricultural heritage while learning about the pressing challenges on the community's land, water, and way of life. After the ride, enjoy a refreshing craft brew and savor a farm-to-table lunch made with ingredients from the very farms you cycled past.

By sponsoring Bike the Bessemer, your business will gain unique visibility while supporting a signature event that connects participants in meaningful ways with local farms, flavors, and businesses. We anticipate 200 highly-engaged registrants this year from Pueblo, Colorado Springs, Denver, and beyond. Your sponsorship includes the stated sponsor benefits, but also shows that you are a business that supports community-led conservation work.

SPONSOR BENEFITS	MIRASOL $10,000	JALAPEÑO $7,500+	DYNAMITE $5,000+	ANAHEIM $2,500+	SERRANO $1,000+	PRIMROSE $500+
Custom blog post (Q&A format)	✓					
First right of refusal for 2027 event	✓					
Exclusive logo association with Bike the Bessemer logo and communications	✓					
VIP seating at luncheon	✓	✓	✓			
Opportunity to provide branded materials at the event	✓	✓	✓	✓		
Palmer eNewsletter (3k subscribers) spotlight	✓	✓	✓	✓		
Logo listing on the Palmer Land Conservancy event webpage	✓	✓	✓	✓	✓	
Social media spotlight (3.6k followers)	✓	✓	✓	✓	✓	
Logo placement on all publicity materials*	✓	✓	✓	✓	✓	✓
Verbal recognition at event	✓	✓	✓	✓	✓	✓
Logo highlight during lunch slideshow	✓	✓	✓	✓	✓	✓
Complimentary bike ride registrations	8	5	4	3	2	1

** Includes all materials printed after receiving funds*

Become a 2026 Bike the Bessemer Sponsor today.

palmerland.org/btb-sponsor

To take full advantage of your sponsorship, please submit payment, logos, and forms by August 31. For questions or more information, please contact Jolene at jolene@palmerland.org.

Want to volunteer, donate goods, or just not seeing a perfect fit? We can work with your business to tailor a sponsorship packet that works best for you. Contact Jolene for more information.

Palmer LAND CONSERVANCY