

the 3rd Annual **BAILEYS DIRT FONDO**

SATURDAY, SEPT. 27 2025



We are looking for your help sponsoring our event!

The Baileys Dirt Fondo, styled after an Italian street cycle Gran Fondo, (literally translating to “Big Ride”), is a one-of-a kind event at the world-class Baileys Trail System in Southeast Ohio.

This trail-based group singletrack adventure consists of riding between timed segments and planned rest stops, where participants can enjoy fellowship over yummy local food and beverages.

The ride ends at the Chauncey-Dover Trailhead where the fun continues for the whole family!



All proceeds from the Dirt Fondo support the management and development of the Baileys Trail System, the work of the Outdoor Recreation Council of Appalachia (ORCA), its nonprofit partner, the Athens-Wayne Outdoor Asset Development Corporation (AWOADC), and our mission: **To integrate conservation, outdoor recreation, and economic development to strengthen and inspire communities in Appalachian Ohio.**

Learn More: baileystrailsystem.org/baileys-dirt-fondo/



BAILEYS DIRT FONDO

SPONSORSHIP OPPORTUNITIES

We are offering a range of support options for the 2025 Baileys Dirt Fondo including: **direct financial, in-kind (such as food and beverage donations for our rest stops, and silent auction donations), as well as volunteer opportunities!**

Upper-level sponsorships are limited. Don't miss out on your chance to showcase your brand to the MTB community. Reserve your spot today!

DOUBLE BLACK DIAMOND/Presenting | \$2500 (Limited Quantity- Only 1!)

Includes:

“Presented by” on all Marketing Materials | Branding on Bike Plates
Sign on Finish Line Archway | Large Logo on Shirt |
Logo online: Baileys Trail System Website, BikeReg, & Facebook Event | Social Media
Shoutout | Recognition on Day of Event Posters

BLACK DIAMOND | \$1000 (Limited Quantity-Up to 5!)

Includes:

Sign on Finish Line Archway | Medium Logo on Shirt |
Logo on Baileys Trail System Website/ Dirt Fondo Event Page |
Logo online: Baileys Trail System Website, BikeReg, & Facebook Event |
Social Media Shoutout | Recognition on Day of Event Posters

BLUE | \$500

Includes:

Small Logo on Shirt | Logo online: Baileys Trail System Website, BikeReg, & Facebook
Event | Social Media Shoutout | Recognition on Day of Event Posters

GREEN | \$100-499

Includes:

Name listed on Shirt | Logo online: Baileys Trail System Website, BikeReg, &
Facebook Event | Social Media Shoutout | Recognition on Day of Event Posters

If you or your organization would like to volunteer for the Dirt Fondo, contact:

elle@orcaohio.com | 740-677-0113 ext. 202

If you would like to customize a sponsorship opportunity, contact:

delia@orcaohio.com | 740-677-0113 ext. 201

BAILEYS DIRT FONDO

SPONSORSHIP BENEFITS



Finish Line Archway
(Double Black Diamond and Black Diamond Levels)



T-Shirt (Large/Medium/Small Logos)



Social Media Spotlight
(All Levels)
"Presented by"
(Double Black Diamond)



Day of Posters (All Levels)

BAILEYS DIRT FONDO

SPONSORSHIP COMMITMENT

- \$2500- Double Black Diamond
- \$1000- Black Diamond
- \$500- Blue
- \$100-499- Green
- Silent Auction Item
- Food/Drink for Rest Stop
- Volunteer Sponsor
- Other

Additional Details (Please indicate if cash or in-kind, & details for food/beverage /raffle items):

Company/Org. Name as you would like to appear on marketing materials:

Contact Name:

Address:

Email:

Phone:

Payments may be made by check or credit card to AWOADC.*

Enclosed is a payment
for: \$

Please send an invoice to
the address above.

Please contact me for
a credit card payment.

Please return to:

ORCA
PO Box 61
5 W. Stimson Ave.
Athens, Ohio 45701

Deadlines:

A limited number of sponsorships are available on a first come, first served basis, and subject to printing deadlines. Sponsorship commitments are encouraged by Tuesday, Sept. 2nd

Questions:

delia@orcaohio.com
740-677-0113 ext. 201

*AWOADC is a 501(c)(3) organization.

BAILEYS DIRT FONDO

2024 Impacts

THE NUMBERS

136 riders

Hailing from Southeast Ohio, Columbus, Cleveland, Cincinnati, Dayton, Toledo, & WV

300+ event attendees

112K reach

Facebook Dirt Fondo Event

37 social media posts

Between February & October: Facebook Followers: **5583**, Instagram Followers: **2,907**

4.6K page views

Dirt Fondo Bikereg Event Page

143.5 volunteer hours, 29 volunteers

25 lbs of trash diverted

With help from Rural Action's Zero Waste Program, 16.2 lbs of Recycling & 8.82 lbs of Compost Diverted from the Landfill

25 event sponsors

Businesses and Organizations Involved as In-Kind Sponsors & Event Support

44

We had a great time as usual. Thanks for all you do to make this a success each year!

- Matt D., Napoleon, Ohio

The Baileys Dirt Fondo was so much fun! The course was easy to follow, and had some of my favorite sections. The rest stops were glorious! Chef's kiss to the gazpacho and tiramisu.

- Nancy K., Sunbury, Ohio

I loved the live music and the opera singers were amazing!

- Jane B., Athens, Ohio

One of the most fun things about was meeting other women riders! Looking forward to riding with you all again!!

- Ulrike M., Sunbury, Ohio

My decision to do this event is like 50% for the Fullbrooks no bake cookies- lol.

-Jacques E., Grove City, Ohio

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