



# COLORADO 500 SPONSOR KIT



OUR MISSION –  
TO PROVIDE ASSISTANCE IN THE FORM OF SCHOLARSHIPS AND GRANTS  
TO WORTHY INDIVIDUALS AND ORGANIZATIONS IN WESTERN COLORADO.





# HISTORY



WALLY DALLENBACH PLANTED SEEDS FOR THE COLORADO 500 IN THE FALL OF 1975, WHEN HE AND SHERM COOPER ENJOYED SEVERAL DAYS OF TRAVELING THE ROCKY MOUNTAIN TRAILS AND VISITING MINING GHOST TOWNS IN THE STATE.

THEY INVITED SEVEN FRIENDS TO JOIN THEM THE FOLLOWING YEAR TO RIDE SAME BACKCOUNTRY TRAILS. THAT GROUP OF NINE, WHICH INCLUDED AUTO-RACING LUMINARIES AL AND BOBBY UNSER, COMPOSED THE FIELD OF THE FIRST COLORADO 500 DIRT BIKE RIDE.

WALLY AND HIS WIFE PEPPY DEDICATED THEMSELVES TO HOSTING THE ANNUAL EVENT, AND AS THE GUEST LIST GREW SO DID INTEREST IN A STREET BIKE RIDE WHICH FORMULATED IN 1987 CALLED THE COLORADO 500 CHARITY INVITATIONAL ROAD RIDE HELD IN JUNE WHICH HAS GROWN IN THE SAME STAGES.

AS OF 2018 THE ROAD RIDE MERGED TOGETHER WITH THE AUGUST EVENT CREATING A RIDE FOR LOVERS OF DIRT, ROAD AND ADVENTURE BIKES.

WE ARE MARCHING TOWARDS 50 YEARS WE HAVE HAD 3,563 RIDERS AND OVER \$3 MILLION HAS BEEN DONATED THUS FAR.





## COME RIDE WITH US

Join hundreds of motorcycle enthusiasts from around the globe dedicated to giving back to support our communities and trails on a four-day ride through the CO Rocky Mountains. Past attendees include Larry Roeseler, Bobby and Al Unser, Parnelli Jones, Roger Penske, Chip Ganassi, Malcolm Smith, Kurt Russell, Kenny Roberts, Franklin Graham, Pierre Karsmakers, and Bubba Shobert. Gearing up to go big for the 50th brought

2023 Grand Marshal Ricky Brabec, a 2-time Dakar and only American to win it, and Sara Price, they will be back. The 2024 Grand Marshal will be 11-time Baja Champion and HOF Inductee Johnny Campbell. Jeremy McGrath has committed to the 2025 roll. Factory support has been provided by Toyota, KLIM, Kawasaki, KTM, Yamaha, and Honda.



CO500

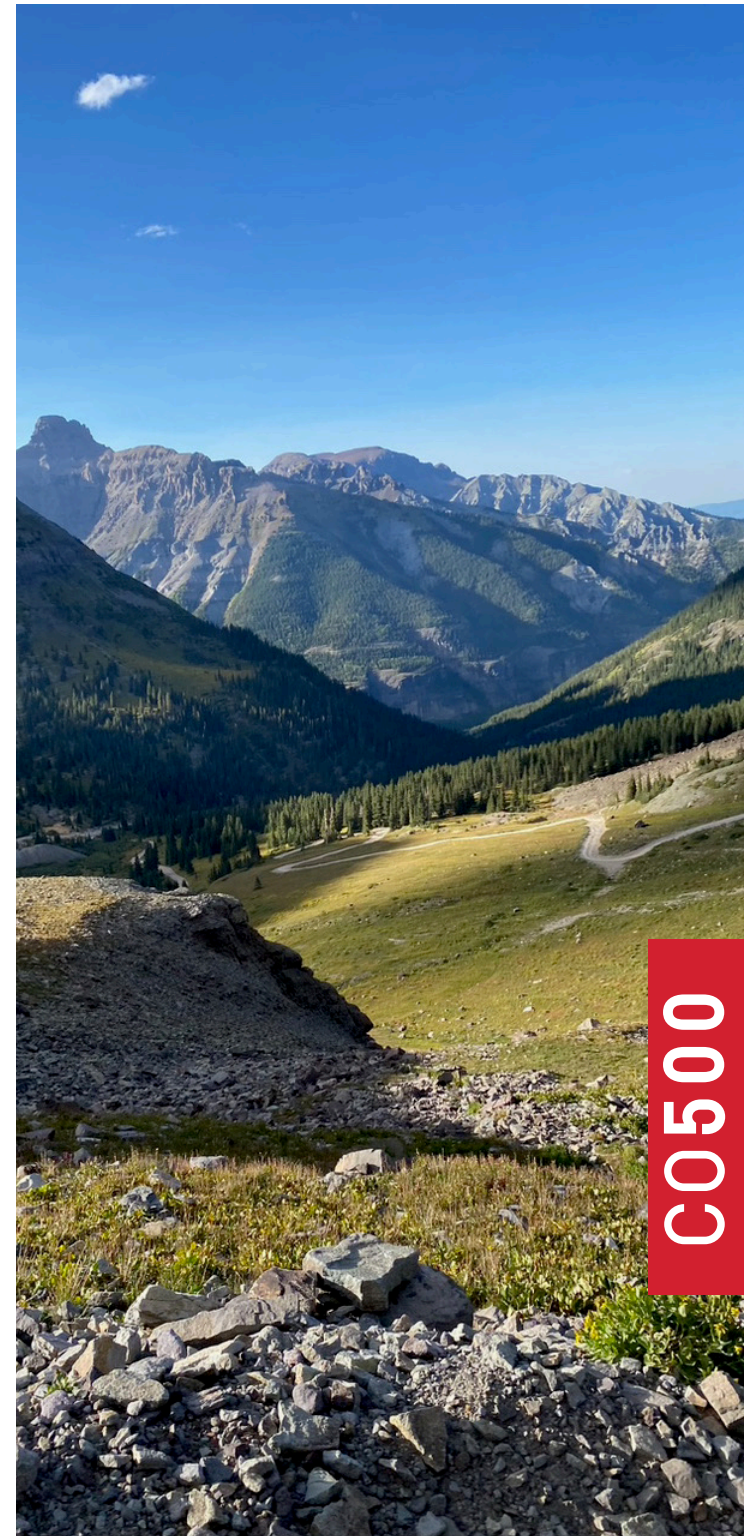


CBS hulu   



## CBS SPORTS

- CBS Sports is available in **50 million** homes and is excited to have an hour of CO500 produced by Desert Assassins Media featuring the CO500.
- This gives the CO500 the designation as the only ride in the USA with a TV show.
- Sponsors, doners and advertisers can have a place to see their products, logos, billboards etc on national TV. (within reason). They can also point to the show as evidence of that they are involved with.
- Social media schedule and planned posts.
- The CO500 TV also becomes the annual Youtube post/show.
- This can be shared by all sponsors, riders and others
- Content featuring the beauty of CO, tough and incredible riding, explain the event and the charitable aspect that leads the CO500.
- Dakar 2X Champion Ricky Brabec Video: <https://fb.watch/r322X35UjV/>



CO500





## JOIN THE QUEST TO TOP \$3,000,000 IN GIVING TO COLORADO KIDS AND CHARITIES

Support Our Youth, Communities, and The Sport. The Colorado 500 Charity Fund is a 501(c)(3) nonprofit. Since the Colorado 500 Charity Fund formulated in 1981, over 200 organizations and individuals have benefited from the Colorado 500 philanthropy bringing the total donated over 3 million dollars. The Charities fund includes a Scholarship, Trail, Memorial, and Ministries Fund. The following are just a few organizations and programs the

Charity Fund has benefited: many schools youth & athletic programs, youth services such as after school and at-risk programs, boy's and girl's Clubs, 4H Clubs, women & children's shelters, mountain search & rescue EMS organizations throughout CO, community centers, disabled veteran's programs, local Police Depts., trail advocacy, disaster relief, and much more.







## SPONSORSHIP OPPORTUNITIES

- Title Sponsor: \$30,000.00
- Presenting Sponsor: \$20,000.00
- Black Bear Pass Sponsor: \$10,000
- Chase Medical Team Sponsor: \$10,000
- Engineer Pass Sponsor(s): \$5,000.00
- Taylor Pass Sponsor(s): \$2,500.00
- Food/gear/auction/support vehicle sponsors: \$2,500.00-\$5,000.00
- Annual commemorative t-shirt sponsors: \$150.00-\$500.00
- 8 different sponsorship packages (see separate table attached for specifics)





# HOW CAN YOU GET INVOLVED, SUPPORT, OR SPONSOR? CONTACT US FOR MORE INFO!

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