



# 50th Annual COLORADO 500 SPONSOR KIT

## OUR MISSION -

**THE COLORADO 500 CHARITY RIDE IS DEDICATED TO EMPOWERING COMMUNITIES THROUGH RIDING MOTORCYCLES IN THE ROCKIES RAISING FUNDS FOR SCHOLARSHIPS, TRAIL PRESERVATION, AND OTHER NEEDS.**





# 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.

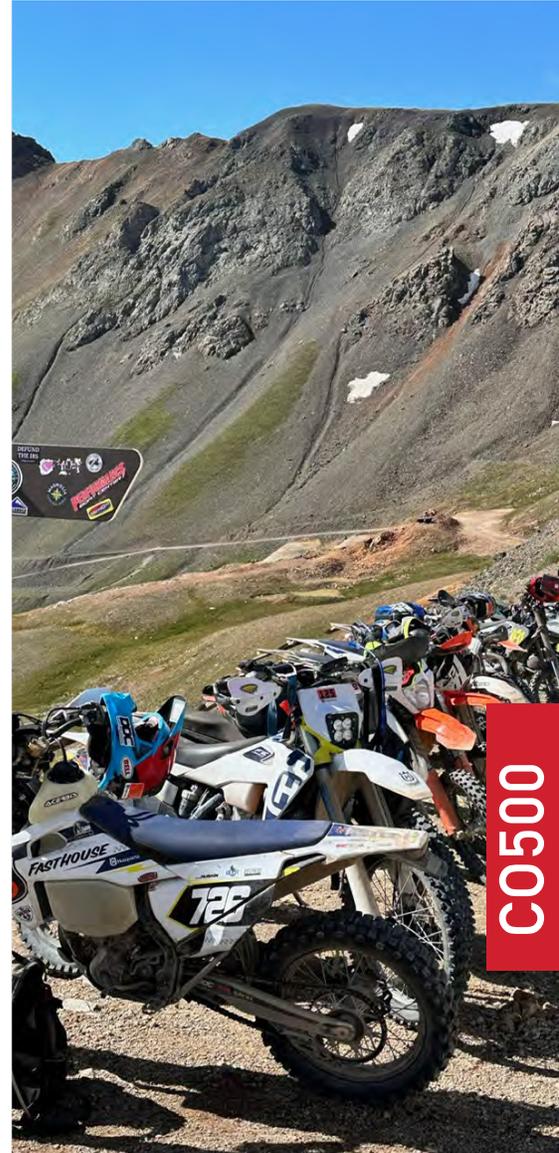
COLORADO 500 CELEBRATES 50 YEARS IN 2026 ALONG WITH COLORADO'S MANY SESQUISEMIQUINCENTENNIAL CELEBRATIONS ACROSS THE STATE. CO500 HAS HAD 4,000 RIDERS AND \$3.5 MILLION HAS BEEN DONATED THUS FAR.



## 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 five-day ride through the CO Rocky Mountains. Past attendees include Larry Roeseler, Bobby and Al Unser, Pamelli Jones, Roger Penske, Chip Ganassi, Malcolm Smith, Kurt Russell, Kenny Roberts, Franklin Graham, Pierre Karsmakers, and Bubba Shobert, and more. Gearing up to go

big for the 50th Anniversary brought 2023 Grand Marshal Ricky Brabec, a 2-time Dakar and only American to win it, and Sara Price. The 2024 Grand Marshal was 11-time Baja Champion and HOF Inductee Johnny Campbell. And the 2025 Grand Marshal was King of Supercross Jeremy McGrath. They will be back! Factory support has been provided by Toyota, KLIM, Kawasaki, KTM, Dunlop, Yamaha, and Honda.



C0500



## PARTNERSHIP WITH TRAILS PRESERVATION ALLIANCE

Overview: Trail advocacy is a sensitive and crucial issue, and very important for the Colorado 500 to continue our mission of support. We are thrilled to announce a 3-year partnership with the Trails Preservation Alliance (TPA) to ensure our trails remain accessible and well-maintained for all. Additionally, we held a Colorado 500 trail work volunteer day in the fall of 2025 and plan more in the future joining in support of the Gunnison GOATs, TPA, and USFS where we can directly impact the trail's condition through hands-on work.

**Fundraising Goal:** The goal is to raise \$75,000 per year for the next 2-years bringing a total of \$225,000 over the three year period.

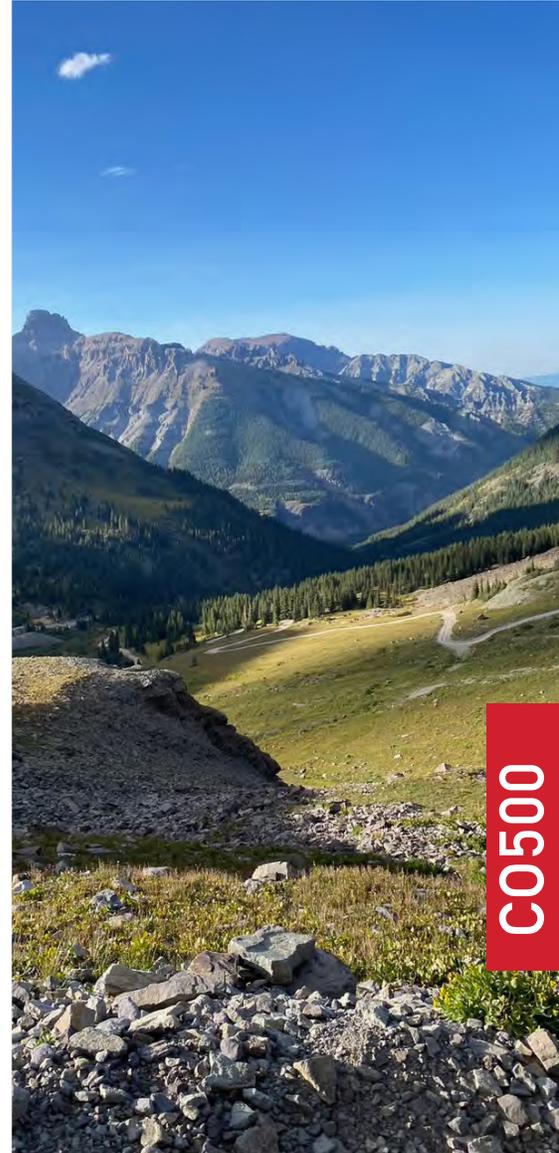
Initial Funding Began 2025: Colorado 500 Matching Seed Money: \$25,000 Additional Funding Sources:

1. Board Combined Donations: \$25,000
2. Teams / Other Donations \$25,000

### How You Can Help:

- Donate: Every contribution, big or small, brings us closer to our goal.
- Volunteer: Sign-up to join the CO500 trail work volunteer day, and make a tangible difference.
- Spread the Word: Share our mission and fundraising campaign with your friends, family, and social networks.

Thank You. We deeply appreciate your support and dedication to trail advocacy. Together, we can ensure that our trails remain a treasured resource for generations to come. Thank you for being a part of this vital cause!





## JOIN THE QUEST TO TOP \$3,500,000.00 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 and Trail Fund. The following are just a few organizations

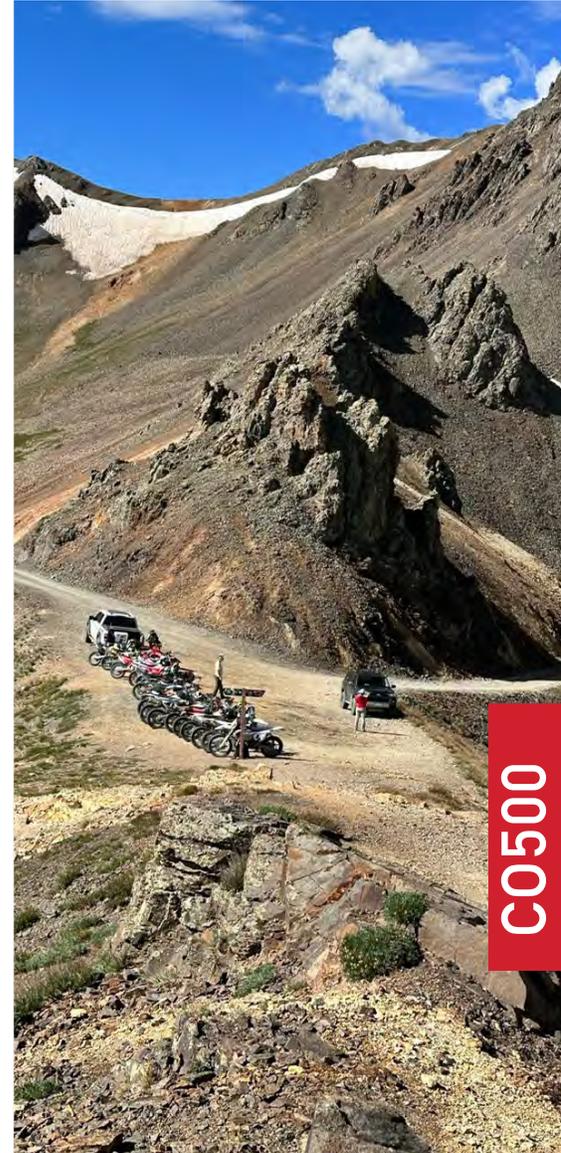
and programs the Charity Fund has benefited: many schools youth & athletic programs, youth services such as after school and at-risk programs, boy's and girl's Clubs, 4H Clubs, women & children's shelters, mountain search & rescue EMS organizations throughout CO, community centers, disabled veteran's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





## SPONSORSHIP OPPORTUNITIES

- **Title Sponsor: \$100,000.00**
- **Presenting Sponsor: \$40,000.00**
- **Black Bear Pass** Food Sponsor(s)  
Opening or closing Ceremonies: **\$20,000.00**
- **Chase Medical Team** Sponsor(s): **\$15,000.00**
- **Engineer Pass** Food Sponsor(s): **\$10,000.00**
- **Taylor/Cottonwood Pass** Food Sponsor(s): **\$2,500.00 - \$5,000.00**
- Auction Items/Prizes/Gear/Merch. Sponsors needed in any amount!
- Annual commemorative t-shirt sponsors: **\$300.00-\$750.00**
- 7 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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## 2026 Sponsor Opportunities

	Title Sponsor	Presenting Sponsor	Chase Crew/Medical Team	Black Bear Pass Food Sponsor	Engineer Pass Food Sponsor	Taylor Pass Food Sponsor	Cottonwood Pass Food Sponsor	Logo on Annual T-Shirt	Name Listing on Annual T-Shirt	Auction/Prize/Merch
<b>Cost</b>	\$100,000.00	\$40,000.00	\$15,000.00	\$20,000.00	\$10,000.00	\$5,000.00	\$2,500.00	\$750.00	\$300.00	TBD
<b>Availability</b>	1 Spot	2 Spots	3 Spots	Up to 4 Spots	Up to 6 Spots	Up to 10 Spots	Up to 10 Spots	Upto 40	Upto 40	Open
<b>Opp. to Speak at event</b>	Yes Opening/ Closing	Yes	Yes	No	No	No	No	No	No	N/A
<b>Announcement Script</b>	Ceremonies	Opening/Closing	Opening/ Closing	Opening/Closing	Opening/Closing	None	None	None	None	Specific reference to
<b>2025 News Letter</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	N/A
<b>VIP Table a Banquet Table</b>	Yes	Yes	Yes	No	No	No	No	No	No	N/A
<b>Complimentary Entry Fee</b>	4	3	2	1	None	None	None	None	None	N/A
<b>Food Function Listing</b>	no	no	no	Yes	Yes	Yes	Yes	No	No	N/A
<b>Logo'ed Event Banner</b>	Large Banner	Large Banner	Large Banner	Large Banner	Medium Banner	Medium Banner	Medium Banner	Banner at activity	Banner at activity	N/A
<b>Logo'ed Event Flag</b>	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	N/A
<b>Logo on Event T-shirt</b>	Large	Large	Large	Large	Medium	Medium	Medium	Medium	Listing	N/A
<b>Logo on Jersey Sleeve</b>	Yes	No	No	No	No	No	No	No	No	N/A
<b>Logo on Jersey Body</b>	No	Yes	Yes	No	No	No	No	No	No	N/A
<b>Logo on Hat (Side)</b>	Yes	Yes	No	No	No	No	No	No	No	N/A
<b>Social Media</b>	Yes - Title	Yes - Presenting	Yes - Chase	Yes - Group	Yes - Group	Yes - Group	Yes - Group	Yes - Group	Yes - Group	N/A
<b>2025 Banq. Video</b>	Yes - Title	Yes - Presenting	Yes - Chase	Yes - Group	Yes - Group	Yes - Group	Yes - Group	N/A	N/A	N/A
<b>Chase Crew Vehicles</b>	Yes	TBD	Yes	No	No	No	No	No	No	N/A

# 2025 Colorado 500 Charities Fund Distributions: \$233,500.00



**Special thanks to the generosity of our donors \$70,000.00 has been granted to support 9 Colorado 500 scholarship recipients in 2025!** **Basalt High School Recipients:** Brayan Salcido Enriquez, Liam Heath, Davis Manning, Jack Rupert, Jack Gallagher **Crested Butte High School Recipients:** Dayla Smith, Tucker Feltus / **Ouray High School Recipients:** Elisabeth Ray, Ronan Moews **And thanks to Yamaha Outdoor Access Initiative for the \$20,000.00 Grant to the Italian Creek Road Improvement Project!**

Aspen Mountain Rescue	\$1,500.00
Basalt Elementary	\$2,000.00
Basalt High School	\$2,000.00
Basalt High School Prog Graduation	\$500.00
Basalt Middle School	\$2,000.00
Carbondale Wild West Rodeo	\$500.00
CB Fire for Explorer Post 0911 Group	\$1,000.00
CB Marshall for Explorer Post 0911	\$1,000.00
CO Backcountry Trail Riders All(CBTRA)	\$1,500.00
Colin Collin's Memorial Award	\$4,000.00
Colorado 500 Ministries	\$12,000.00
Colorado 500 Scholarships	\$70,000.00
Colorado Off-Hwy. Vehicle Coalition (COHVCO)	\$1,500.00
Crested Butte Comm. Schools	\$2,000.00
Crested Butte Mountain Bike Assoc.	\$1,500.00
Crested Butte Search & Rescue	\$1,500.00
Dolphin House, Ouray	\$1,000.00
Focus-ga.org (for disabled kids)	\$1,500.00
Gunnison 4H Club	\$4,000.00

Gunnison Valley OHV Alliance of Trail Riders (GOATS)	\$1,500.00	
Haven House, Ouray	\$1,000.00	
Hilltop Latimer Community Resources	\$1,000.00	
Hinsdale Cty. EMS	\$1,500.00	
Lake City Medical Center	\$1,500.00	
Lake City School K-12	\$2,000.00	
Mt. Crested Butte Police Dept.	\$1,000.00	
Ouray Ambulance	\$1,500.00	
Ouray Community Schools	\$2,000.00	
Ouray Fire Dept.	\$1,000.00	
Ouray Mountain Rescue	\$1,500.00	
Ouray Police Department	\$1,500.00	
Samaritans Purse	\$1,500.00	
San Juan Trail Riders (SJTR)	\$1,500.00	
Silverton Public Schools	\$5,000.00	
Stepping Stones for Patrick's Place	\$1,000.00	
Trails Preservation Alliance (TPA)	\$75,000.00	
Westcore (Western CO Riders & Enthusiasts)	\$1,500.00	
Bosum Buddies \$500.	TOTAL	\$233,500.00