



# 2025 Sponsorship Opportunities

---

Meghan Moody Schwartz  
Event Director

[meghan@mt-washington.com](mailto:meghan@mt-washington.com)

---

Nate Harvey  
Co-event Director

[nate@mt-washington.com](mailto:nate@mt-washington.com)

Great Glen Trails Outdoor Center welcomes you to support the most sought-after mountain bike race in the region: the Big Day Brewing 24 Hours of Great Glen presented by Specialized Bicycles & Mountain Sports Lab, August 2-3, 2025.

Started with 11 modest teams in 1995, the race steadily grew in popularity and allure, and the race had over 450 riders in 2024. Each year we present a theme for the event, which adds to the overall vibe and playful ruggedness of the event.

In 2025, we dive into adventure drawing on recent advancements in space technology, photos from the James Webb telescope, and with the upcoming solar eclipse grazing our region, we turn our eyes to the sky. We travel to outer space with a celebration of all things 24, including the 24th Anniversary of our title sponsor, Big Day Brewing.

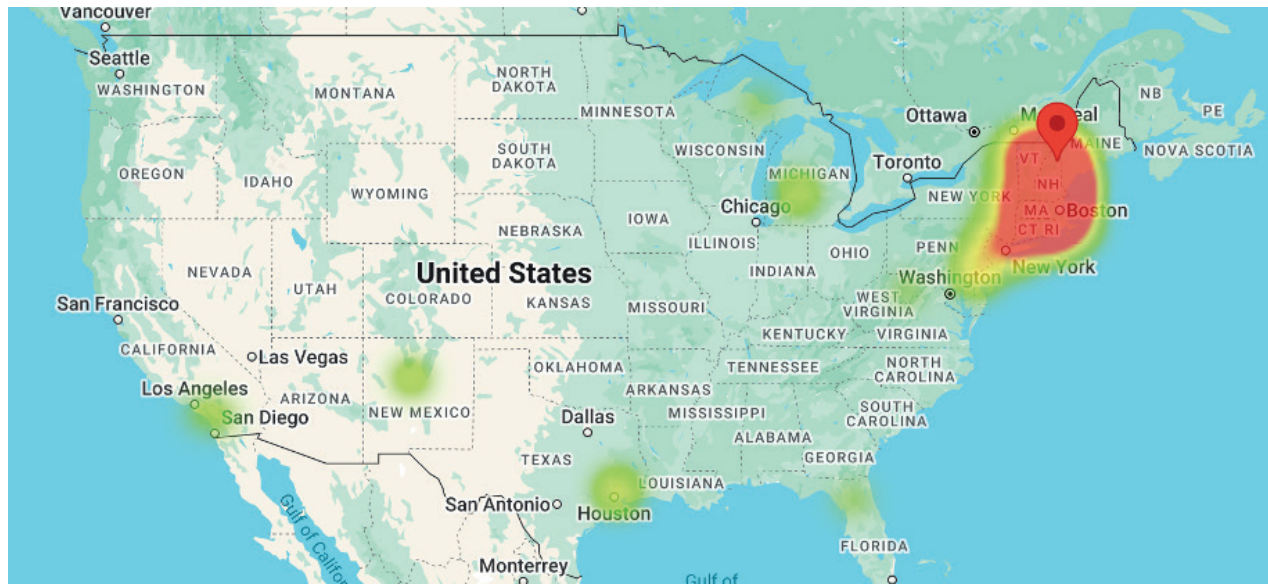
For 24 hours, racers will challenge themselves as either a solo competitor or a team of two, four, or five on the 9-mile course of carriage roads and single track. We will boast a celebration of mountain bike culture with camping and community, live music, kid-friendly contests and games, costumes, and food trucks. Festivities also include the famed 24 Minutes of Great Glen for the kids which had over 80 participants in 2024.

Co-event director Nate Harvey said:

*"This event creates so many memories for people, and that's the business we are in here at Great Glen: creating memories. To see riders and volunteers from past 24 hour races return is exciting. Lots of locals and hundreds of weekenders from far, far away kept grabbing me before, during, and after the event thanking Great Glen for the work and opportunity to ride with friends and family at this incredible venue again."*

We hope there is a sponsor level that will allow your company to join us for the 2025 event. Please feel free to reach out with ideas and thoughts on how we can work together for unique event.

## 2024 Participant Heat Map



# 46,081

## Website Visits

[greatglentrails.com/24-hours/](https://greatglentrails.com/24-hours/)  
August 2023 - August 2024

# 64,500

## Facebook + Instagram Reach

[facebook.com/24HoursofGreatGlen](https://facebook.com/24HoursofGreatGlen)  
August 2023 - August 2024

---

## Sponsorship Levels

---

### TITLE SPONSOR

Investment: \$12,000

Taken by Big Day Brewing

- Exclusive inclusion in the event title (Ex. "Big Day Brewing 24 Hours of Great Glen")
- Brand name on official race participation medal and all awards
- Name and logo/link on event website
- (2) complimentary rooms for two nights at the Glen House Hotel
- Logo on 24HOGG Official 2025 race jersey
- Logo on 24HOGG Official 2025 T-shirt
- Logo on 2024 race bike plates
- Name & logo on all print advertising
- Recognition in press releases
- (4) dedicated social media posts
- Recognition throughout the event over P.A. system.
- Recognition during awards ceremony
- Logo on start/finish inflatable arch
- (2) Banner placements on course and (2) at event tent (provided by sponsor)
- Access to participants' event packets for brand giveaways
- Team Entry (4 person team) and (1) Solo Rider Entry
- 20x20 Expo Space

*Sponsorship levels continued...*

---

**PRESENTING SPONSOR**

**Investment: \$5,000**

- Non-exclusive inclusion in title (Ex. "24 Hours of Great Glen presented by Trek"), maximum three presenting sponsors
  - Name and logo/link on event website
  - Logo on 24 HOGG Official 2025 race jersey (if confirmed before April 1, 2025)
  - Logo on 24 HOGG Official 2025 T-shirt (if confirmed before April 1, 2025)
  - Name & logo on all print advertising
  - Recognition in press releases
  - (2) dedicated social media posts
  - Recognition throughout the event over P.A. system
  - Recognition during awards ceremony
  - Logo on start/finish inflatable arch
  - (2) Banner placements on course and (1) at event tent (provided by sponsor)
  - Access to participants' event packets for brand giveaways (literature, etc.)
  - Team Entry (4 person team) and (1) Solo Rider Entry
  - 10x10 Expo Space
- 

**TIMING SPONSOR**

**Investment: \$3,000**

- Exclusive presenting inclusion in timing title (Ex. "Bulliet Timing presented by Trek"), maximum of one timing sponsor
  - Name and logo/link on the Big Day Brewing 24 Hours of Great Glen website
  - Name and logo on all timing sheets / website / live screens
  - Logo on 24 HOGG Official 2025 race bib
  - Recognition in press releases
  - (2) dedicated social media posts
  - Recognition throughout event on P.A. system
  - (1) Banner placements in event tent (provided by sponsor)
  - Access to participants' event packets for brand giveaways (literature, etc.)
  - Recognition during awards ceremony
- 

**MAJOR SPONSOR**

**Investment: \$2,500**

- Name and logo/link on the Big Day Brewing 24 Hours of Great Glen website
  - Name and logo on all print advertising for the Big Day Brewing 24 Hours of Great Glen
  - Recognition in media interviews
  - (2) dedicated social media posts
  - Recognition throughout event on P.A. system
  - Recognition during awards ceremony
  - Complimentary Team Entry (4 person team)
  - Branded feature on a prominent section of the 24 Hour Race course with banners / flags, i.e. floating bridge, tunnel, front of Glen House Hotel. (Flags / banners provided by sponsor)
- 

**SUPPORTING SPONSOR**

**Investment: \$900**

- Name and logo/link on event website
  - Recognition in media interviews and social media posts
  - Recognition throughout the event over P.A. system
  - Recognition during awards ceremony
  - Banner placement on course and in event tent (provided by sponsor)
  - Access to participants' event packets for company literature, advertising etc.
  - Team Entry (4 person team)
  - 10x10 Expo Space
- 

**FRIEND**

**Investment: \$500**

(cash or product)

- Logo/link on event website
  - Recognition in media interviews and social media posts
  - Recognition throughout the event over P.A. system
  - Recognition during awards ceremony
  - Banner placement on course and in event tent
- 

**EXPOSITION SPACE**

**\$150 for first 10x10 includes table and electricity** (vendor to provide tent)

**\$100 for first 10x10 without electricity and table** (vendor to provide tent)

**\$50 each additional 10x10 adjacent to the first 10x10**