

SPONSORSHIP PROPOSAL



WWW.SHREDSTONEADVENTURES.COM

Who we are



Shred Stone, born from the passion of lifelong friends Jager and Kari, is more than just a ride; it's an opportunity to promote camaraderie, inclusivity, and the spirit of adventure in the motorcycling community. As seasoned riders, we're embarking on a daring journey across the USA, conquering the challenging 'red' single track lines on the Trans-American Trail in July 2024.

But Shred Stone is also a platform for education, aimed at helping new riders join the sport and learn the ropes. We're committed to showcasing the beauty of local clubs, races, and riding areas while highlighting women's participation in dual sport motorcycling.

Prior to our main adventure in July 2024, we're planning a series of dual sport rides that will serve as a prelude to the grand Trans-American Trail Adventure. These rides will not only sharpen our skills but also provide sponsors with additional exposure.

By sponsoring Shred Stone, you become part of an exhilarating adventure that's about much more than just conquering 'red' single track lines. You're supporting our mission to educate, inspire, and promote the thriving world of motorcycling.

Jager McGonigal



Introducing Jager McGonigal, a lifelong rider hailing from the heart of Alberta. His early years were marked by a profound fascination with motorcycles and the great outdoors.

For Jager, riding isn't merely a hobby; it's a way of life. With years dedicated to honing his skills as a heavy-duty mechanic and certified welder, Jager's true calling lies in sharing the sheer exhilaration of riding with others. Shred Stone holds a special place in his heart as the platform through which he inspires and unites fellow enthusiasts.

Jager deeply values the support of sponsors like you, whose contributions make these adventures possible. Your sponsorship fuels their passion and enables them to extend their love for motorcycling and the outdoors even further.

Whether he's tearing up the trails on his bike or carving through the wilderness on a snowmobile, one thing remains unwavering – Jager's profound love for riding and his dedication to sharing that passion with the world. Your presence on this incredible journey is sincerely appreciated



Trans America Bike

Dual Sport: 2023 KTM 690 Enduro-R



AGE 35

RESIDENCE Alberta, Canada

Kari Pomerleau

Meet Kari Pomerleau, a dirt bike racing enthusiast who has conquered hare scrambles and enduros across Canada and the USA. Her journey has taken an exciting turn as she recently relocated to South Carolina. Kari's heart beats for all things two-wheeled, and her passion extends to promoting this thrilling sport to everyone.

Upon moving to South Carolina, Kari realized the need for a hub where riders could access information about riding and discover new routes. This love for exploration and a desire to create a welcoming space for fellow riders led to the birth of Shred Stone. It's a platform dedicated to promoting the world of two-wheel adventure.

Kari is brimming with excitement for the upcoming Trans-American Trail adventure and the series of dual sport expeditions, and Southern USA Dirt bike Races leading up to it. She's eagerly awaiting the arrival of her new 2024 KTM 690 Enduro R in Greenville, set for November 2024.



Trans America Bike

Dual Sport: 2024 KTM 690 Enduro-R



AGE 38

RESIDENCE Greenville, South Carolina

Why Sponsor



01 *Connect With Customers*



Today's customers are increasingly selective when choosing the companies they engage with. Allow us to assist you in effectively conveying your value proposition to our audience



02 *Grow Market Share*



We've recently launched our website, with an ever-expanding array of content and upcoming blog posts. Our social media channels are now open to the public, and we'll be consistently sharing insights about our dual sport builds, thrilling rides, and reviews of products we wholeheartedly endorse. While we acknowledge our current small scale, our growth trajectory is undeniable.

By partnering with us, you'll gain exceptional exposure to a rapidly expanding audience spanning social media, local fundraisers, and racing events. Your brand and message will prominently feature on our race UTV and apparel, ensuring visibility to thousands of engaged individuals.



03 *Something to be Proud Of*



By sponsoring Shred Stone, you're not just investing in two friends on an adventure, you're becoming a crucial part of our community. We're two friends gearing up for a cross-country dual sport adventure, including a female rider taking on the challenging 'red' lines on a larger bike. Supporting us is something you and your customers can take pride in.

Your sponsorship means more than just advertising opportunities; it's about joining a thriving community of two-wheel enthusiasts. You'll have access to our journey, our adventures, and our engaging blog posts that share our passion for everything on two wheels.



What we are doing - *Marketing*

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Website | Blog

Introducing

WWW.SHREDSTONEADVENTURES.COM, our newly launched website as of October 2023. We're excited to share that it has just been submitted to Google, and we're actively monitoring its growth through advanced analytics and user engagement metrics. In the coming months, we're set to enrich our platform with informative product reviews.

In November 2023, we'll be unveiling an active directory featuring riding areas spanning across Canada and the USA. This addition is expected to significantly boost our website's traffic and engagement. For our sponsors, this presents a profitable opportunity to prominently showcase their brands to a growing and passionate audience of two-wheel enthusiasts. Join us on this exciting journey and be part of the Shred Stone Adventures community.



Social Media

While we acknowledge that our social media following is currently small, it's important to note that we've only recently made our profiles public, starting this journey in October 2023. Going forward, we're committed to actively promoting our presence on these channels and engaging with our audience.

We're excited to announce that we'll soon be sharing our thrilling dual sport rides on platforms like YouTube and Instagram, with links provided through our website for easy access. As we continue to grow our online community, we invite you to join us on this exciting adventure and be a part of our expanding network.

 @jagermcgonigal

 @karilykkelig



Adventure Ride Apparel

As we gear up for our epic Trans American Trail adventure in July 2024, along with a series of exhilarating dual sport and dirt bike expeditions leading up to the big ride, we're thrilled to offer an exclusive opportunity for sponsors. Your logos will prominently feature on our KTM Dual Sport bikes and riding apparel throughout these journeys, ensuring widespread visibility to our engaged and enthusiastic audience. This sponsorship placement presents a unique chance to be an integral part of our adventures and share your brand with a passionate community of riders and adventure seekers..



Dual Sport Builds

We greatly appreciate your interest in sponsoring Shred Stone Adventure and our upcoming dual sport and dirt bike expeditions. Your support in various aspects of our journey is invaluable and truly makes this adventure the best it could be.

Here's a breakdown of what we anticipate spending money on and how your sponsorship can play a vital role:



Dual Sport Builds

WE ORDERED THE BIKES – NOW TIME TO START THE BUILD

Seats	\$800
Exhaust Systems	\$900
Pannier Systems	\$1,980
Fairing Kits	\$4,400
Navigation	\$1,600
Wrap	\$820
Tires	\$1,000
Guards (Handguards, Skid Plate, Radiator)	\$2,000
	\$12,510



Trans America Trail

Bike Parts: Sponsorship for bike parts is indeed exciting as it ensures the reliability and performance of our motorcycles throughout the journey.

Accommodation: Support for accommodation will allow us to rest and recharge during this long adventure.

Fuel: Given the extensive travel, a significant amount of fuel will be required to power our journey across the Trans American Trail.

Food (Dehydrated Meals): Proper nutrition is crucial for our physical well-being, and dehydrated meals will keep us fueled up for the ride.

Camping: We anticipate camping for approximately 80% of the trip, making sponsorship for camping gear and supplies essential.

Riding Gear (Helmets, Jersey, Jackets): Quality riding gear is essential for safety and comfort, and your sponsorship would ensure we have the best equipment to rely on.

Your support will enable us to thoroughly test and review the products we use on this adventure, which will undoubtedly be put to the test. As we aim to complete the Trans American Trail over three weeks to a month, we anticipate going through multiple sets of tires, a substantial amount of fuel, and carrying 80L Panniers on our bikes to accommodate our needs.

Your partnership in these aspects would be greatly appreciated, and we look forward to showcasing your products through this challenging journey and the adventures that lead up to and follow it. [Thank you for considering joining us on this incredible ride!](#)

Why Sponsor

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Shred Stone, we offer sponsors the flexibility to contribute at each sponsorship tier through either a cash donation or an equivalent product or service of value. This approach empowers sponsors to select the contribution method that best suits their resources and aligns with their specific goals and objectives

GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
All benefits from Bronze & Silver Sponsor Prominent logo placement on our website, social media profiles, and all promotional materials. Featured sponsorship acknowledgment in blog posts and social media shout-outs. Top billing in our YouTube videos and video descriptions. VIP access to exclusive adventure content. Personalized shout-out in our adventure videos. Collaborative opportunities to create custom content or promotions..	All benefits from Bronze Sponsor Larger logo placement on our website and social media profiles. More prominent recognition in our blog posts and social media shout-outs. A dedicated sponsorship highlight in our YouTube videos. Exclusive access to behind-the-scenes content. Shout-out in our adventure videos. A quarterly sponsor report detailing our progress.	logo placement on our website and social media profiles. Recognition in our blog posts and social media shout-outs. Your company's name mentioned in our YouTube videos and video descriptions. Exclusive early access to our adventure content. A personalized thank-you letter.
\$2,000 USD	\$1,000 USD	\$500 USD

Contact Shred Stone



Website

Learn more here and reach out
over the web!

www.shredstoneadventures.com



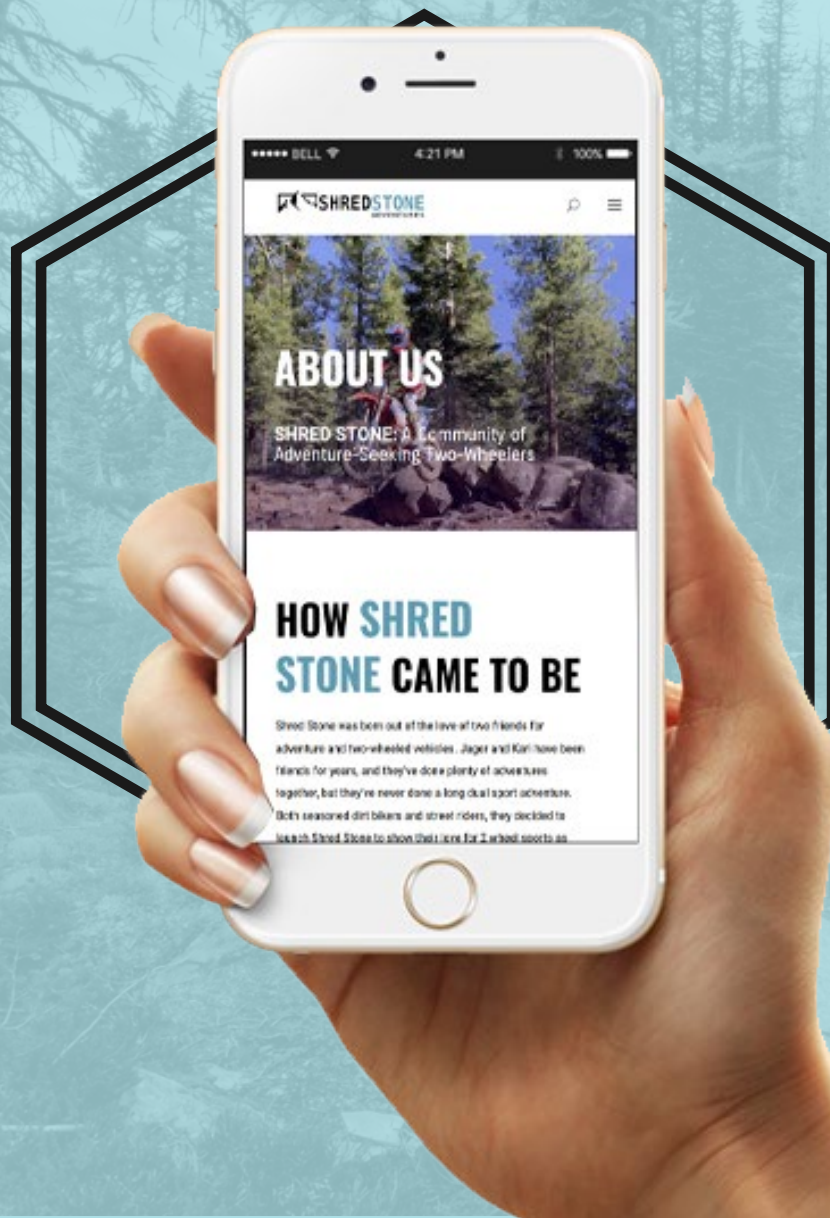
Social Media



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Thank You



Official TAT