



FRANKLIN
LAND
TRUST

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to learn about our work,
upcoming events, & recent
publications.



D2R2

Deerfield Dirt Road Randonnée
August 22nd 2026

SPONSORSHIP

What Is D2R2



One of the oldest and most beloved gravel cycling events in the country that supports land conservation throughout Western Ma.

Origin & Legacy

Originally conceived by Sandy Whittlesey in 2005, D2R2 has grown from a favorite dirt-road loop in the hilltowns to an internationally recognized cycling event.

The Ride Experience

D2R2 offers 8 dirt-road courses ranging from a 12-mile family ride to the 180K course, threading through agricultural land and forests in western Massachusetts and southern Vermont. Food, beer, camping, music, & vendors await the riders at the main site, while snacks, water, and friendly volunteers meet the participants along the way.

Community

D2R2 is a gritty solo adventure, a family vacation, a reunion, a sightseeing experience, & a tradition. It's where people come together to make lifetime memories and challenge themselves year after year. Our community is steadfast and growing. *Join us.*

Scale

D2R2 now welcomes over 1500 riders, many traveling hours or days to attend. Given this, the main site has moved to the historic Franklin County Fairgrounds in Greenfield MA, where riders have access to a fuller experience with improved parking, camping, food, & facilities.

1500 RIDERS ANNUALLY
FROM 43 STATES
& 9 COUNTRIES

How Sponsorship Benefits **The Franklin Land Trust**



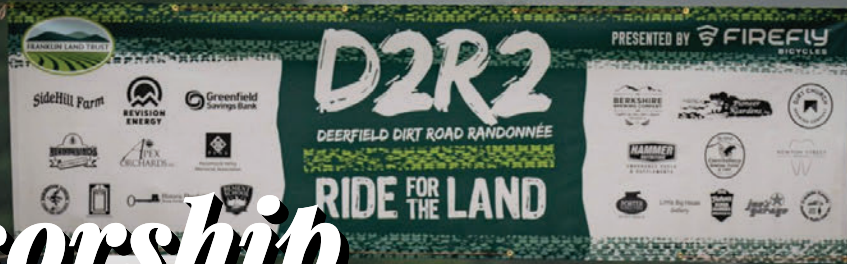
YOUR SPONSORSHIP

supports the Franklin Land Trust's mission to conserve farms, forests, wildlands, & other natural resources significant to the quality of the environment, economy & rural character of Western Massachusetts.

39 YEARS of LAND CONSERVATION
36,000 ACRES of FARMLAND,
FORESTS, & WATERWAYS

*Because of people &
businesses like YOU*

How Sponsorship Benefits YOU



Reach a targeted audience of 1500+ outdoor enthusiasts, environmentally conscious travelers, families, & local community supporters.



Increase your brand visibility in the local community & far beyond it!

70% of our riders reside in New England. Another 30% come from 43 other states & 9 countries. Take advantage of this unique opportunity to expand your business's reach to new places!

Publicly align your business or brand with environmentally conscious, conservation values.

Supporting the Franklin Land Trust & our mission will communicate these values to your customers.

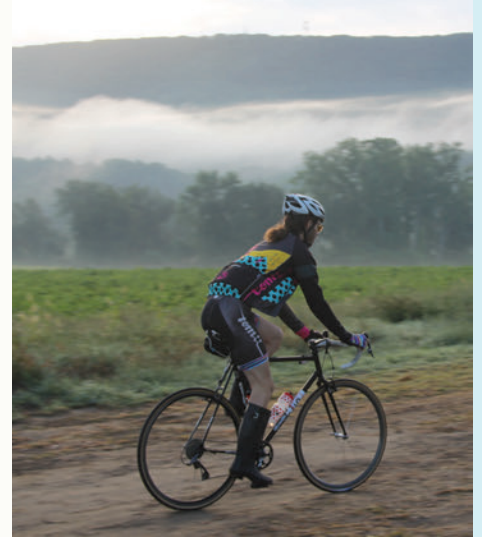
Your Brand & Our Merch

\$34,800

in 2025 merch sales

Over 1,000

Sponsor-branded items sold



T-Shirt

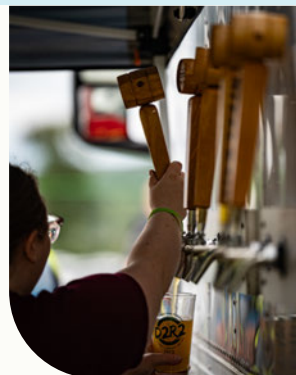


Sponsor Branded Items

1,500

**Branded Pint glasses
Distributed**

**Every rider receives a complimentary
pint glass & a beer ticket with registration.**



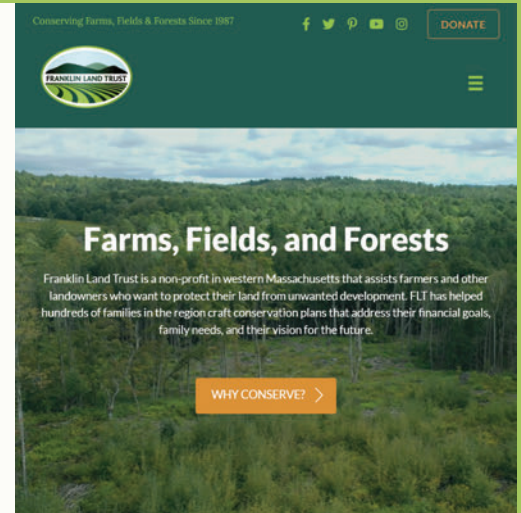
Reach New Audiences

Your Brand & Our Reach

FLT conservation partners (Sponsoring \$5,000 or more) will be featured year-round on our website, e-news, & newsletter.

2,000 Clicks On our website each month

Your logo and services will be featured on our website alongside other Conservation Partners.



6,900 Recipients Of our Bi-Weekly E-News

Be featured prominently in 26 Email Newsletters, which reach a local, national, and global audience of paying members.



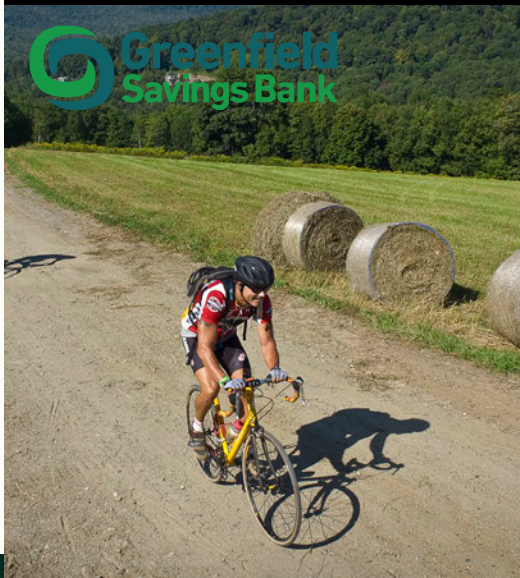
3,500 Recipients Of our Seasonal Newsletters

Promote your business in 2 editions of our carefully curated Print Newsletters, with your logo and services highlighted on the inside front cover.



Sponsor Testimonials

The Franklin Land Trust has worked with sponsors including Revision Solar, Firefly Bicycles, Kate's Real Food, Hammer Energy, Cabot Cheese, Greenfield Savings Bank and more.



Greenfield Savings Bank

“Greenfield Savings Bank has been proud to sponsor the Franklin Land Trust for more than 20 years. We believe in supporting organizations that protect open space and preserve the natural beauty of our region. Events like D2R2 celebrate that mission and highlight the strong connection between conservation, community, and long-term sustainability.”

Firefly

“D2R2 is an unmatched ride that combines some of the best riding in the country with a great organization, delicious food and drink, and a reunion of friends from all over, coming together for the love of bikes and to help preserve the land on which we are so lucky to have the pleasure to ride. It is our honor to partner with this extraordinary event for the eleventh year in a row.”

WIN A FIREFLY



FIREFLY
BICYCLES



Revision Solar

“The D2R2 ride is an awesome event! I can’t think of a better way to support and celebrate the work of the Franklin Land Trust than to go for a bike ride through the beautiful hills of western MA. It’s one of the best weekends of the summer and I’m proud of and grateful for ReVision’s participation in the event.”

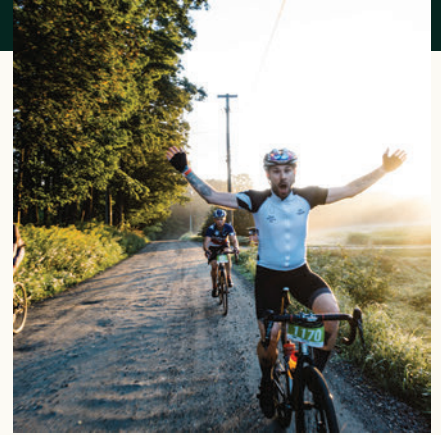
Sponsorship Levels

	PRESENTER	RANDONNEUR	CONSERVATIONIST	GRAVEL GRINDER	SUSTAINER	PROTECTOR
BENEFITS	10000	7500	5000	2500	1000	500
Logo on 1500 Pint Glasses	✓					
Logo on ALL rider bibs	✓					
Recognized as a Conservation Sponsor year-round	✓	✓	✓			
# Free Riders	6	4	3	1		
# Dinner Tickets	6	4	3	2		
Vendor Booth Advertising	✓	✓	✓	✓		
Option to Distribute Swag	✓	✓	✓	✓		
Logo on Check-point Water Cooler	✓	✓	✓	✓	✓	
Logo on ALL Print Materials	✓	✓	✓	✓	✓	
Logo on Finish Line Banner	✓	✓	✓	✓	✓	✓
Logo on Event T-Shirt	✓	✓	✓	✓	✓	✓
Logo/Listings in Rider E-blasts	✓	✓	✓	✓	✓	✓
Logo/Link on Event Website	✓	✓	✓	✓	✓	✓

Presenting Sponsor \$10,000

Only One Sold

- Presenting sponsor logo on each rider bib
- Option to provide swag bag to each rider
- 6 free riders & 6 dinner tickets
- Presenter Booth at main event site
- Option to have logo on a checkpoint water cooler
- Logo in presenter position on all print event materials
- Logo in presenter position on finish line banner
- Logo on event t-shirt
- Logo/listing for all rider e-blasts
- Logo and link on event website
- Logo on all D2R2 pint glasses, distributed to every rider**



Your Company will be recognized year-round as a Conservation Sponsor in our seasonal newsletters & on the Franklin Land Trust website

Randonneur \$7,500

- Option to distribute swag
- 4 free riders & 4 dinner tickets
- Vendor booth
- Option to have logo on a checkpoint water cooler
- Logo on all print event materials
- Logo on finish line banner
- Logo on event t-shirt
- Logo/listing for all rider e-blasts
- Logo and link on event website



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Conservationist

\$5,000

- 3 free riders & 3 free dinner tickets
- Vendor booth
- Option to distribute swag
- Option to have logo on a checkpoint water cooler
- Logo on all printed material
- Logo on event t-shirt
- Logo on Finish Line banner
- Logo/listing for all rider e-blasts
- Logo and link on event website

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Gravel Grinder

\$2,500

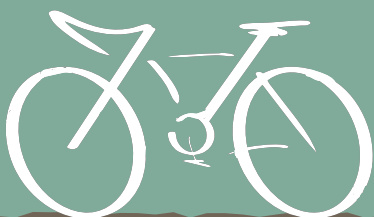
- 1 free riders & 2 free dinner tickets
- Vendor booth
- Option to distribute swag
- Option to have logo on a checkpoint water cooler
- Logo on all printed material
- Logo on event t-shirt
- Logo on Finish Line banner
- Logo/listing for all rider e-blasts
- Logo and link on event website



Sustainer

\$1,000

- Option to distribute swag
- Logo on all printed material
- Logo on event t-shirt
- Logo on Finish Line banner
- Logo/listing for all rider e-blasts
- Logo and link on event website



Protector

\$500

- Logo on event t-shirt
- Logo on Finish Line banner
- Logo/listing for all rider e-blasts
- Logo and link on event website

WORK WITH US.

D2R2 sponsorship puts your brand in front of an engaged community. We offer quality connections facilitated by a trusted source.

D2R2 attracts serious, performance driven riders. These are cyclists who invest in their gear and who care about having the highest quality experience on their bike. For companies catering to the performance gravel market, D2R2 is a rare opportunity to get in front of 1,500 highly engaged riders in one place, at one time. Precision access to your ideal customer.

And we only partner with mission-aligned businesses. Which means your brand arrives pre-vetted, delivered by a trusted voice to the right audience for you.





**FRANKLIN
LAND
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Franklin Land Trust

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Shelburne Fall, MA 01370

📞 (413)625-9151

Find out more about FLT & D2R2

🔍 franklinlandtrust.org

🔍 D2R2.franklinlandtrust.org

📷📘 [franklinlandtrust](https://franklinlandtrust.org)

📌 [franklin-landtrust](https://franklin-landtrust.org)



Please reach out before June 1, 2026

Sebastian LaMontagne | Sponsorship Coordinator

slamontagne@franklinlandtrust.org



Sebastian leads our sponsor stewardship efforts and will be your go-to contact for getting the word out about your business — whether you're joining us as a year-round conservation partner or sponsoring D2R2 on its own. **He is committed to helping showcase your business and its dedication to a greener, more sustainable community.**

***Interested in
Sponsorship?***