



## 2010 Sponsorship Opportunities

### **Title Sponsor - \$20,000 (Pending)**

#### **Company Name incorporated as part of the Cyclebration Logo**

- Largest logo on banners at all (13) race venues – exposure to 8,000+ participants and spectators
- Largest Logo to appear on all print materials – including posters, flyers, newspaper adds, magazine adds and calendar listings that advertise Cyclebration – 2010 exposure = over 75,000 pieces
- 15X15 booth space at the Festival and Expo in prominent location
- Booth Space at Fam Jam event on Friday night at Cummings Family Park – 1,000 spectators
- Logo on event t-shirt
- Prominent Logo and web link on Cyclebration Web Site
- Company Banner at Festival
- Company's promotional materials in goodie bags at each event

### **Tourism Sponsor - \$15,000**

- Large Logo will appear on banners at all (13) race venues – exposure to 8,000+ participants and spectators
- Logo to appear on Cyclebration poster and postcard – 75,000 distributed to Northern California Bike shops and visitor centers
- 15X15 booth space at the Festival and Expo in prominent location
- Booth Space at Fam Jam on Friday night Cummings Family Park – 1,000 spectators
- Logo on event t-shirt
- Prominent Logo and web link on Cyclebration Web Site
- Prominent Logo on promotional posters and flyers
- Name on banner at Festival
- Company's promotional materials in goodie bags at each event if applicable

## **Exclusive Product Sponsor - \$10,000**

- Logo will appear on banners at all (13) race venues – exposure to 8,000+ participants and spectators
- Logo to appear on Cyclebration poster and postcard – 75,000 distributed to Northern California Bike shops and visitor centers
- 10X10 booth space at the Festival and Expo in prominent location
- Logo on event t-shirt
- Prominent Logo and web link on Cyclebration Web Site
- Name on banner at Festival
- Company's promotional materials in goodie bags at each event if applicable

## **Individual Event Sponsor - \$5,000**

- Company Name incorporated as part of chosen event
- Logo to appear on all print materials for chosen event
- Web link on Cyclebration website
- 10X10 booth space at the Festival and Expo in prominent location
- Company Banner at event
- Company's promotional materials in goodie bags at chosen event if applicable

## **Festival / Entertainment Sponsor - \$5,000**

- Sponsor of stage and festival area – banner prominent on stage
- Logo to appear on all general Cyclebration print materials if committed by February 2010
- Web link on Cyclebration website
- 10X10 booth space at the Festival and Expo in prominent location

## **Bike Shop Sponsor - \$2,000**

- Company Name incorporated on banners at festival
- Web link on Cyclebration website
- 10X10 booth space at the Festival and Expo
- Ability to sell product at event

## **Supporting Sponsor - \$2,000**

- Company Name incorporated on banners at festival -
- Web link on Cyclebration website
- 10X10 booth space at the Festival and Expo in prominent location

## **Contributing Sponsor - \$500**

- Web link on Cyclebration website
- 10X10 booth space at the Festival and Expo in prominent location

For more information on how to become involved call Susanne Linnane, 916-355-7366.