

# Sponsorship Agreement Form

We offer 5 levels of sponsorship opportunities. Your support helps us to offset out-of-pocket costs to ensure that the most funds possible support the Cambria Teen Center, operated by the San Luis Obispo County YMCA.

## Choose your level of support (please check level of support):

**Gold** \$750 or in-kind equivalent\*

### Sponsorship Opportunities Include:

- Major logo placement on route map, materials, website and event T-shirt
- Prominent logo placement on rack cards distributed to area bicycle stores,
- Name recognition in all pre-event e-mails to participants & all press releases
- Exposure on Active.com registration site
- Recognition in Cambria Chamber Newsletter
- Two complimentary rider registrations
- Banner placement at staging area \*\*
- Vendor space at staging area
- 4 Barbecue tickets and 2 event T-shirts

**Silver** \$500 or in-kind equivalent\*

### Sponsorship Opportunities Include:

- Major logo placement on route map, materials, website and event T-shirt
- Name recognition in all press releases
- Recognition in Cambria Chamber Newsletter
- One complimentary rider registration
- Vendor space and/or signage at staging area
- 2 Barbecue tickets and 2 event T-shirts

**Bronze** \$250 or in-kind equivalent\*

### Sponsorship Opportunities Include:

- Logo placement on route map, materials, and website
- Recognition in Cambria Chamber Newsletter
- Vendor space and/or signage at staging area
- 2 Barbecue tickets and 1 event T-shirt

**Partner** \$125

### Sponsorship Opportunities Include:

- Recognition in Cambria Chamber Newsletter
- Signage at staging area
- 1 Barbecue ticket and 1 event T-shirt

**Associate** \$75

### Sponsorship Opportunities Include:

- Recognition in Cambria Chamber Newsletter
- Signage at staging area
- 1 Barbecue ticket

\*In-kind sponsorships accepted at the discretion of the event committee.



Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email \_\_\_\_\_

Complimentary Rider Name(s) -Gold and Silver Sponsors Only: \_\_\_\_\_ Century 1/2 Century Short Ride

2nd Rider name(s) \_\_\_\_\_ Century 1/2 Century Short Ride

Shirts Size(s) \_\_\_\_\_ BBQ Choice: \_\_\_\_\_ # Chicken \_\_\_\_\_ # Salmon \_\_\_\_\_ # Garden Burger

Enclosed find my contribution payable to San Luis Obispo County YMCA: Cambria Teen Center

Please charge the following credit card: VISA / MasterCard / AMEX (Circle One)

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please indicate how you would like your name/company listed for all recognition:

Send Logo Electronically (Gold, Silver, Bronze) to [jnichols@slodymca.org](mailto:jnichols@slodymca.org)


Mail checks to San Luis Obispo County YMCA - Cambria Teen Center

1020 Southwood, San Luis Obispo, CA 93401 • 543-8235 • Fax 543-6202

\*\*Note: To be displayed, all banners must be provided at least 1 week prior to the event.

Sponsorship Questions: Marcelle

927-1017 • [marcelle@digitalputty.com](mailto:marcelle@digitalputty.com)

 San Luis Obispo County YMCA is a 501(c)(3) non-profit organization - Tax ID #95-2147727

# 2009 Country Coast Classic Bike Ride Sponsorship Opportunities

## The History of the Gene Cerise Memorial Country Coast Classic Bike Ride



Supporting the youth of Cambria is what this ride is all about. Since its inception, this has been a volunteer-driven event, with proceeds benefiting a teen community center. Gene Cerise was an avid cyclist and youth enthusiast. In 2001 he organized the first "Country Coast Classic Bike Ride". Gene succumbed to leukemia in 2004 but his legacy continues. Today we are working to hold the 8th annual Gene Cerise Memorial Country Coast Classic Bike Ride in support of the Cambria Teen Center.

### About This Ride - June 27, 2009:

This ride offers a great day of cycling fun along some of the most scenic coastline and hills in California. Beat the heat and enjoy the cool air and great scenery of the California Central Coast. Registration includes well-stocked rest stops, experienced SAG, delicious BBQ, and raffle ticket.

Participants may select one of three rides, the Century (100 mile ride), 1/2 Century (50 mile) or Short Ride (25 miles). Over 250 riders, volunteers and guests contribute to our total figure of participants, increasing donations and exposure opportunities. What is provided to the riders:

- Pre-marked ride route
- Lunch for Century riders
- Route Maps
- Post-ride barbecue
- SAG support vehicles on the ride
- Ticket for Raffle Prizes
- Rest Stops, (snacks, sandwiches, homemade cookies, drinks)

### Charity Description: YMCA Teen Center

The YMCA operates the community's only drop-in after-school & Saturday program for teenagers in Cambria area during the school year and summer time. Teens may use this Center for no cost, due to the support of many local charity events and service clubs. The Teen Center is located at 870 Main Street.

### 2009 Country Coast Classic Bike Ride Goal

2009's goal is \$10,000 after event expenses. All proceeds go to the charity to support the Cambria Teen Center.

### Sponsorship Exposure Opportunities

There are several planned ways to maximize the exposure of our sponsor's name or image.

**E-mail** Gold level sponsors are included in multiple e-mail messages sent to registered riders to provide important ride information.

**Event Literature** Event literature/registration information will be displayed in area bike shops and distributed at regional bike rides. Literature and registration forms can also be downloaded at [www.sloymca.org/bikeride.htm](http://www.sloymca.org/bikeride.htm)

**Event Start Site and Barbecue Site** The event start site and final barbecue site are informal areas where support personnel, participants, friends and families congregate before the ride for registration for specific announcements and following the ride for a meal and convivial conversation. Sponsor banners or lawn signage will be placed in this area if provided prior to event\*. Sponsor participation will be mentioned at this time. Vendor booths are also encouraged.

**Rest Stops** Food and replenishment is provided at rest stops along the route.

**T-shirt** The 2009 Bike Ride T-shirt will have original art and space for a limited number of sponsors (Gold & Silver Level).

**Website** Ride website [www.countrycoastclassic.org](http://www.countrycoastclassic.org) will have up-to-date information on ride news, a list of our supporting sponsors and raffle prizes.

**In-Kind** An in-kind donation will positively affect the organization's ability to reach the 2009 goal. A donation of a service or product creates a positive incentive for riders to participate. In-kind sponsorships are accepted at the discretion of the event committee, depending on event needs and items offered. Direct contributions are also encouraged.

