

2016 Chico Velo Sponsor Opportunities



Chico Velo Cycling Club

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Thanks for Supporting Chico Velo!

Dear Prospective Sponsor,

Chico Velo's Annual Sponsorship offers you the opportunity to benefit from sponsoring not just one, but all four of our annual rides, as well as our growing list of community-benefiting programs. With multiple outlets to showcase your brand, we offer access to Chico Velo's large and diverse fan base comprised of close to 10,000 riders from all over the country. If you want to identify your brand with the sport of cycling and create a stronger tie with potential customers in Northern California, Chico Velo sponsorship can make it happen.

Partnering with Chico Velo is a good community investment AND a good business investment!

In addition to a rewarding sports marketing opportunity, Chico Velo sponsorship lets you actively support and associate your brand with bicycle advocacy in the Chico community. As a 501.c (3) non-profit, Chico Velo has been driving progress in bicycling advocacy and education efforts both locally and at the state level for 35 years. Your support helps us advocate for cyclists, encourage cycling and educate cyclists of all ages and motorists about bike-related safety. And, it is tax-deductible!

We appreciate your consideration of Chico Velo sponsorship. If you are interested in possibilities not listed in the packages we offer, contact us to tailor a sponsorship to better meet your needs.

Janine
Janine Rood
Executive Director, Chico Velo



Demonstrate your commitment to cycling and to our local community!

- Align yourself with a well-respected 501.c (3) organization with a strong base of devoted supporters
- Create awareness of your brand and portray a positive, healthy image to your current stakeholders and a new audience of potential customers
- Provide a great opportunity for employee involvement, whether it is team-building in a group volunteer experience, or training for a ride
- Activate your partnership with year-round promotional opportunities for your brand

Your Ideal Target Audience - Cyclists represent an affluent and receptive audience that is interested in your brand. According to the National Sporting Goods Association, over 62 percent of households that ride bikes make more than \$50,000 a year, with 23 percent making over \$100,000 a year. Detailed demographics available - just ask!

Visibility and Brand Exposure - *Your brand/logo seen on our award-winning event t-shirts, highly visible to thousands of people literally across the globe.* You'll be featured at our four annual rides, with numerous opportunities for your brand to be seen by riders and spectators. You'll receive exposure on our website, Facebook page and in our widely read electronic newsletter. You'll also receive regular opportunities for further brand exposure and community engagement throughout the year.

Growth - As our ride registrations continue to build, your brand exposure increases. Cycling is growing in popularity and Chico Velo is reaching a larger audience each year.

2016 Chico Velo Event Schedule

Rice Valley Tandem Rally – Gridley, CA

Sunday, February 14, 2016

Wildflower Century – Chico, CA

Sunday, April 24, 2016

Challenge Fondo – Durham, CA

Saturday, September 10, 2016

Unknown Coast Weekend – Ferndale, CA

September 18-19, 2016

We look forward to partnering with you! For more information, contact us: velo@chicovelo.org (530) 343-8356

Chico Velo Facts and Figures

About Chico Velo

- We are a registered 501.c (3) non-profit organization, founded in 1980
- Sponsorship, event income and membership dues support fulfilling our mission:
“To advocate for and encourage cycling, and provide bicycle safety education in Northern California”
- We have around 300 members and 10,000 active riders—a large, international audience concentrated in Northern California
- We’ve earned an excellent reputation for hosting premier cycling events including the ‘US Top 10’ Chico Wildflower Century



Chico Velo Club shirt artwork by Jake Early

Organizations We Support

In addition to bringing upwards of \$2.5 Million in revenue to Chico’s businesses, our 2015 events allowed us to financially support the following organizations, many of which provide volunteers and assistance at our events:

Butte Bicycle Coalition
California Bicycle Coalition
Chico Bike Music Festival
Chico Cyclist Care Fund
Clothilde Merlo Park
Honey Run Covered Bridge Assn
Lake Oroville Bicyclists Organization
Ridge Runners Square Dancers
Torres Shelter

The Chico Velo Foundation

Launched in 2010, the Chico Velo Foundation allows us to extend our reach by offering grants to assist individuals and organizations in funding local cycling-related events, activities and projects.



Past grant recipients include the Chico Cyclist Care Fund, The Chico Bike Music Festival, Butte Bike Coalition, local school teachers and Ability First Sports.

Grant applications and more information on applying can be found at the Chico Velo website at www.chicovelo.org.

2016 Chico Velo Event Highlights

Rice Valley Tandem Rally AKA the Velo-Love Ride - Feb. 14, 2016

- Start/Finish at Butte County Fairgrounds in Gridley, CA
- Approximately 200-300 riders
- 40, 60 and 100 mile route options that circle the Sutter Buttes



Chico Wildflower Century Weekend - April 23-24, 2016

- Start/finish and camping at Silver Dollar Fairgrounds in Chico, CA
- Bicycling Magazine's "Top 10 US Century", 4,000+ riders with consistent participant growth each year
- Seven routes from 125 hilly miles to flat 12 mile ride with kids bike safety/skills rodeo
- Saturday: Rider Check-in, Expo, live music, Fork in the Road Food court
- Sunday: Ride Day, with Expo and rider dinner at Silver Dollar
- Net economic impact on Chico estimated to exceed \$2.5M annually, single largest catered event in Chico



Challenge Fondo - September 10, 2016

- Start/finish at Durham Community Park in Durham, CA
- The nation's first Accessible Fondo event highlighting inclusion, and spokesman blind mountain bike racer Bobby McMullen
- Approximately 200 participants
- Timed event with 20, 30, 50, 65, and 100 mile routes
- Categories include tandem (blind stoker), hand cycle, recumbent, adaptive and age groups; podium, awards, and post-ride raffle



Unknown Coast Weekend - Sept. 18-19, 2016

- Start/finish at Humboldt County Fairgrounds in Ferndale, CA
- Limited to 100 riders, two day weekend ride featuring Avenue of the Giants redwoods and the California coast
- Camping or cabins, showers, meals, and luggage transportation included



Chico Velo Programs

In 2015 Chico Velo continued to expand our community outreach and advocacy for local cyclists. We are carrying this momentum into 2016 with these great programs including:

KidsPedal!

Kicked off in early 2014, our 'in-school' bike safety education program has brought bike safety training to many local schools in the last two years. In 2016 we are looking to expand this program in partnership with organizations like CARD and the Boys and Girls Club. Leveraging state-wide Safe Routes to School programs, our goal for 2016 is to build a 'fleet' of bikes for in-school and after-school program use and a storage/maintenance station and find a bike fleet coordinator volunteer, increasing our outreach into schools and offering after-school programs.

Trailworks

Launched in late 2014, Chico Velo's new Trailworks mountain bike advocacy program will actively support the creation and maintenance of sustainable and enjoyable trails in and around the Chico area (including the new Wildwood Pump Track spearheaded by Pro Mountain Biker Kyle Warner and CARD), and offer community education and role models for proper mountain bike and trail etiquette.



Bike Valet Service

Chico Velo's Bike Valet Service has grown rapidly in the last several years to offer free and secure bike valet parking service year round at the Saturday Farmers Market, the (seasonal) Thursday Night Market, and many community events such as Sierra Nevada Oktoberfest and Downtown's Taste of Chico. It is available to any public or private event organizer, for a small fee to cover our staffing expenses. Bike Valet helps events reduce car parking issues and support a sustainable Chico. *Bike Valet makes event parking easy,*

Bike Squad

Chico Velo's Bike Squad also rolled out in early 2014. The Bike Squad is our team of volunteer 'troops' that staff programs like KidsPedal!, Trailworks, Bike Commuter Buddies, Light Up Chico, Ride Rangers and our Bike Valet service. Bike Squad members get special benefits, merchandise and recognition for 'stepping up' to make a positive impact on our community!

Ed McLaughlin Art Fund

The Ed McLaughlin Art fund started in 2013 with two campaigns to fund, develop, and install 'functional bike art' in Chico over the next five years - an ambitious 'Gateway' art piece (targeted for downtown) and a 'functional' art piece to commemorate the 'Decide and Ride' gathering place at One-Mile in Bidwell Park. In 2014, we fully funded the 'Decide and Ride' piece, and selected local artist/cyclist Jeff Lindsay. The 'Decide and Ride' installation will be completed in late 2015 and we'll begin work (and fundraising!) on the 'Gateway' art piece. Ed would be proud!

[We look forward to partnering with you!](#) For more information, contact us: velo@chicovelo.org (530) 343-8356

Advocacy and Outreach

Chico Velo speaks for the local cycling community in a variety of ways. We actively represents cyclists at Chico's Bike Advisory Committee, BCAG's Transportation Alternatives Council, and City Council meetings. We provide bike-specific inputs on projects like the Esplanade Corridor study and help ensure all transit and other transportation projects are bike-friendly. We highlight potential bike hazards, issues and opportunities for remedy/repair to city and county agencies. We work closely with local agencies to support local community grant applications for Active Transportation Program funding for bicycle facility improvements in Chico, Paradise, Gridley and Oroville and Butte County overall, and recently helped secure over \$5M in federal funding for local bike-related projects through 2019.

We work in partnership with local organizations such as Butte Environmental Council, Disability Action Center and the Downtown Accessibility Resource citizens committee, ensuring that cyclists' needs are addressed in downtown revitalization efforts, and that the bicycle is included as a solution to issues such as access, parking and sustainability. These partnerships help to create a stronger unified voice to advocate with the City and County for safer streets, better access for bicyclists and wheelchair users, and addressing environmental concerns.

Chico Velo provides free Bike Safety talks to numerous organizations upon request throughout the year. We have a strong local presence on radio, TV and in print, with regular messages targeting cyclists and motorists regarding bike safety, rules of the road, night-time riding and preventing and addressing bike theft.

California Bike Coalition and Chico Velo

Chico Velo actively supports the California Bicycle Coalition's advocacy at the state level, including the '3 ft for safety law' which took effect in September 2014 and, new for 2015, both the Electric Bike law and the Bike Ticket Diversion program (like traffic school for a bike moving violation), both of which take effect in Jan 2016. As an Affiliate partner, Chico Velo helps define CalBike's legislative agenda and provides ongoing grass-roots support for key legal battles.



Billboard campaign sponsored by Stott Advertising

Business Membership (included in all sponsor packages)

In 2014 Chico Velo introduced Business Memberships to engage more local businesses. Priced at \$100 annually, this is an easy and cost-effective way to get exposure to our membership and our thousands of website visitors. And with resources to encourage employees and/or customers to switch to 'active transportation' options like biking or walking, it's a great first step toward becoming a more 'Bike-Friendly Business'! Included as a benefit to all sponsors, Business Membership offers:

- Bike-friendly Employer/Merchant Audit (call to schedule) includes site visit and report
- One Bike-To-Work Brown bag lunch presentation (call to schedule) to encourage biking
- Business name listing on our "Local Bike-Friendly Businesses" webpage
- Access to Chico Velo resources, including our monthly newsletter
- Taxi-card - good for one taxi rescue from and to anywhere in Butte County while biking
- Admission to our annual Holiday Party at Sierra Nevada Big Room in December

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Sponsorship Packages

Title Sponsor—\$25,000

1 Available

- Guaranteed 'exclusive' title sponsor rights in your business category
- Rest Stop naming and branding rights: First choice of location at each of our 4 events
- 25 complimentary entries to our 2015 events (any ride, any route)
- 25 event t-shirts in your choice of sizes
- Option for one vendor booth space in premier location at each event headquarters/expo
- Your company name/logo with hyperlink to your company website in premier location on Chico Velo website and event webpages
- Your company name/logo in premier location on event t-shirts, posters, reg forms
- Premier placement of your banners at start/finish, pre-event registration, along the route at each of our 4 events and at the Challenge Fondo awards ceremony
- Rights to event photographs and 'action' photos of riders
- Your company name mentioned at Challenge Fondo awards ceremony
- Your company name mentioned in event advertisements and press releases
- Sponsor feature in one issue of Chico Velo's monthly e-newsletter (over 2000 readers)
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1500 'Likes')
- Title Sponsor spokesperson will be welcomed to participate in any media interviews
- Chico Velo Business Membership

Road Bike Sponsor—\$15,000 (or \$30,000 value in product/service)

2 Available

- Guaranteed 'exclusive' sponsor rights in your business category
- Rest Stop naming and branding rights: Second choice of location at each of our 4 events
- 15 complimentary entries to our 2015 events (any ride, any route)
- 15 event t-shirts in your choice of sizes
- Option for one vendor booth space at each event headquarters/expo
- Your name/logo with hyperlink to your company website on Chico Velo website and event webpages
- Your name/logo in secondary location on event t-shirts and event posters
- Secondary placement of your banners at start/finish, pre-event registration, along the route at each of our 4 events and at the Challenge Fondo awards ceremony
- Rights to event photographs and 'action' photos of riders
- Your company name mentioned at Challenge Fondo awards ceremony
- Your company name mentioned in press releases
- Sponsor feature in one issue of Chico Velo's monthly e-newsletter (over 2000 readers)
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1500 'Likes')
- Chico Velo Business Membership

Sponsorship Packages, cont.

Mountain Bike Sponsor—\$10,000 (or \$20,000 value in product/service) 2 Available

- Guaranteed 'exclusive' sponsor rights in your business category
- Rest Stop naming and branding rights: Third choice of location at each of our 4 events
- 10 complimentary entries to our 2015 events (any ride, any route)
- 10 event t-shirts in your choice of sizes
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo with hyperlink to your company website on Chico Velo website and event webpages
- Your company name/logo on event t-shirts and event posters
- Placement of your banners at start/finish, pre-race registration, along the route at each of our 4 events and at the Challenge Fondo awards ceremony
- Rights to event photographs and 'action' photos of riders
- Your company name mentioned at Challenge Fondo awards ceremony
- Your company name mentioned in press releases and all advertisements
- Sponsor feature in one issue of Chico Velo's monthly e-newsletter (over 2000 readers)
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1500 'Likes')
- Chico Velo Business Membership

Time Trial Bike Sponsor—\$5,000 (or \$10,000 value in product/service) 4 Available

- Guaranteed 'exclusive' sponsor rights in your business category
- Water Stop naming and branding rights: First choice of location at each of our 4 events
- 5 complimentary entries to 2015 events (any ride, any route)
- 5 event t-shirts in your choice of sizes
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo with hyperlink to your company website on Chico Velo website
- Your company name/Logo on event t-shirts
- Your company name mentioned at Challenge Fondo awards ceremony
- Sponsor feature in one issue of Chico Velo's monthly e-newsletter (over 2000 readers)
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1500 'Likes')
- Chico Velo Business Membership



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Sponsorship Packages, cont.

Hybrid Bike Sponsor—\$2,500 (or \$5,000 value in product/service) 4 Available

- 3 complimentary entries to 2015 events (any ride, any route)
- 3 event t-shirts in your choice of size
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo with hyperlink to your company website on Chico Velo website
- Your company name/logo on event t-shirts
- Sponsor feature in one issue of Chico Velo's monthly e-newsletter (over 2000 readers)
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1500 'Likes')
- Chico Velo Business Membership

Cyclo-Cross Bike Sponsor—\$1,000 (or \$2,000 value in product/service) 8 Available

- 2 complimentary entries to 2015 events (any ride, any route)
- 2 event t-shirts in your choice of size
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo with hyperlink to your company website on Chico Velo website
- Your company name/logo on event t-shirts
- Sponsor postings on Chico Velo Cycling Club Facebook page (over 1,300 likes)
- Chico Velo Business Membership

Fixed Gear Bike Sponsor—\$500 (or \$1000 value in product/service) 8 Available

- 1 complimentary entry to 2015 events (any ride, any route)
- 1 event t-shirt in your choice of size
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo with hyperlink to company website on Chico Velo website
- Chico Velo Business Membership

Cruiser Bike Sponsor—\$250 (or \$500 value in product/service) 8 Available

- 1 complimentary entry to 2015 events (any ride, any route)
- 1 event t-shirt in your choice of size
- Your company name/logo with hyperlink to company website on Chico Velo website
- Chico Velo Business Membership

Bike Valet Sponsor—\$250 (or \$500 value in product/service) 12 Available

- Featured in Chico Velo Bike Valet advertising (print and website)
- Featured at Chico Velo Bike Valet engagements on a rotating basis
- Your company name/logo with hyperlink to company website on Chico Velo website
- Chico Velo Business Membership

Chico Velo 2016 Sponsor/Business Membership Agreement

Sponsor Information:

Organization/Company Name: _____

Mailing Address: _____

City: _____ State: ____ Zip: _____

Organization/Company Website: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____



Sponsorship Level*

- | | |
|--|--|
| <input type="checkbox"/> Title Sponsor (\$25,000) | <input type="checkbox"/> Hybrid Bike Sponsor (\$2500) |
| <input type="checkbox"/> Road Bike Sponsor (\$15,000) | <input type="checkbox"/> CycloCross Bike Sponsor (\$1,000) |
| <input type="checkbox"/> Mountain Bike Sponsor (\$10,000) | <input type="checkbox"/> Fixed Gear Bike Sponsor (\$500) |
| <input type="checkbox"/> Time Trial Bike Sponsor (\$5,000) | <input type="checkbox"/> Cruiser/BikeValet Sponsor (circle one, \$250) |

*Cash sponsorship amounts shown. Service/merchandise sponsorships welcomed at approximately 2x the cash value in donated services or merchandise. Details of service/merchandise sponsorship: _____

- Please sign me up for a Business Membership only (\$100)

Note: Chico Velo is a 501.c(3) non-profit organization, the amount of your contribution, less value received, is tax-deductible. After payment is received, a receipt will be emailed for your records!

Please designate my sponsorship dollars toward the following areas:

- | | |
|--|---|
| <input type="checkbox"/> KidsPedal! - Childrens bike safety education | <input type="checkbox"/> Education—Adult cyclist and motorist |
| <input type="checkbox"/> Trailworks—Local Mountain Bike advocacy and education | <input type="checkbox"/> Ed McLaughlin memorial art fund |
| <input type="checkbox"/> Chico Velo Foundation | <input type="checkbox"/> Use it where it's most needed! |

Payment info:

- Please also invoice me for payment
- This agreement form is sufficient for billing— I'm sending this form and payment!

Check Credit Card: _____ Exp: _____ Security Code: _____

Please return this agreement with payment or invoice request to: Chico Velo Cycling Club
(OK to return via email or fax to 530 342 4646!) P.O. Box 2285
Chico, CA 95927

Final Details:

- Please provide your Organization/Company social media info so we can connect!

Facebook page: _____ Twitter account: _____

- **Volunteers are always needed** - May we contact you to seek volunteers?: Name _____ Email: _____

- **Important!** Email your company logo in JPEG or PNG file format to info@chicovelo.org ASAP!

Sponsor Signature _____

Date: _____

Chico Velo Signature _____

Date: _____