Chico Velo

2017 Sponsor Opportunities

Chico Velo

Bicycling Advocacy and Education

. . . since 1980!

Chico Velo Cycling Club

P.O Box 2285
Chico, CA 95927
Tel: 530-343-8356
Fax: 530-342-4646
Email: velo@chicovelo.org

Thanks for Supporting Chico Velo!

Dear Prospective Sponsor,

Chico Velo's Annual Sponsorship offers you the opportunity to benefit from sponsoring all three 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 bicycle riders locally and 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, you'll want to partner with Chico Velo.

"Sponsoring Chico Velo has been a good community investment AND a good business investment!"
- Andy Lipkin, The Printed Image

In addition to a powerful 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 over 35 years. Your support helps us advocate for cyclists, encourage cycling and educate cyclists of all ages and motorists about bike-related safety issues. And, it is tax-deductible! We appreciate your consideration of Chico Velo sponsorship. If you are interested in possibilities outside our standard packages, contact us to tailor a sponsorship to better meet your needs.

Janine
Janine Rood
Executive Director, Chcio Velo

RICE VALLEY TANDEM RALLY

CHICO VELO WILDFLOWER CENTURY

Unknown Coast WEEKEND

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
- Build your brand awareness—portray a positive, healthy image to current stakeholders and potential new customers
- Encourage employee involvement and team-building in a group volunteer experience or training together for a ride
- Activate your marketing 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 - You'll be featured at our three annual rides, with numerous opportunities for your brand to be seen by riders and spectators. *Your brand/logo will be seen on our award-winning event t-shirts, highly visible to thousands of people literally across the globe.* You'll receive exposure on our websites, Social Media outlets 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.

2017 Chico Velo Events

Velo-Love Ride Century — Gridley, CA
Sunday, February 12, 2017

Wildflower Century — Chico, CA
Sunday, April 30, 2017

Unknown Coast Weekend — Ferndale, CA
September 16/17 2017

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

About Chico Velo

Chico Velo Facts and Figures

- We are a registered 501.c (3) non-profit organization, founded in 1980
- Sponsorship, event income and membership dues go to support our mission:

  "To encourage and promote safe bicycling, through education and advocacy"
- 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 annual revenue into our community through our events , we financially support the following organizations, many of which provide volunteers and support at our events:

Ability First Sports
Alliance for Biking and Walking
American Trails Assn
Butte Bicycle Coalition
California Bicycle Coalition
Chico Bike Music Festival
Chico Cyclist Care Fund
Clothilde Merlo Park
Honey Run Covered Bridge Assn
International Mtn Bike Assn (IMBA)
Lake Oroville Bicyclists Organization
League of American Bicyclists

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.

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2017 Chico Velo Event Highlights

The Velo-Love Ride Century

Feb. 12, 2017

- Start/Finish at Butte County Fairgrounds in Gridley, CA
- Was Rice Valley Tandem Rally, now welcoming all cyclists
- Approximately 200-300 riders
- 40, 60 and 100 mile options circling the Sutter Buttes

Chico Wildflower Century Weekend

April 29/30, 2017

- Start/finish and camping at Silver Dollar Fairgrounds in Chico, CA
- Bicycling Magazine "US Top 10 Century", 3000-4000 riders annually
- Participants are 85% out-of-town visitors, 15% locals; 60% male, 40% female
- Approximately 300 volunteers help us treat every rider like 'family'
- Zero-waste event: 90+% diversion rate means over 2500 lbs of waste is recycled or composted, less than 250 lbs to the landfill!
- Saturday April 29: WildFest Pre-Ride Party

  Rider Check-in, Vendor Expo, Live Music, Fork in the Road food court, KidZone with free bike rodeo, bike valet parking and more
- Sunday April 30: Ride Day

  Seven route options from 125 hilly miles to flat, family-friendly 12 mile ride, Catered post-ride meal and Vendor Expo at Silver Dollar Fairgrounds
- Net economic impact on Chico estimated to exceed $2.5M annually, largest catered event in Chico

Unknown Coast Weekend

Sept. 16/17, 2017

- 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

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Chico Velo Programs

In 2016 Chico Velo continued to expand our community outreach and advocacy for local cyclists. We are carrying this momentum into 2017 with these great programs including:

KidsPedal! Bike Safety Education

Kicked off in early 2014, our KidsPedal program has brought bike safety training to many local schools in the last few years. In 2017 we will leverage state and national Safe Routes to School resources to increase our outreach into schools and begin offering after-school programs. Our goal is to expand this program in partnership with organizations like CARD and the Boys and Girls Club.

Trailworks Mountain Bike Advocacy

Launched in late 2014, Chico Velo's Trailworks program actively supports the creation and maintenance of sustainable and enjoyable trails in and around the Chico area including the Wildwood Pump Track, and offer community education and role models for proper mountain bike and trail etiquette. In 2016, Trailworks contributed over 500 hours of volunteer labor to trail maintenance in Upper Park and we expect to do more in 2017!

Bike Valet Service at Local Events

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, Chico Heat home games, and many community events like Sierra Nevada Oktoberfest and Downtown's Taste of Chico. 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. Contact us to support your event! *Bike Valet makes event parking easy, safe, and green!*

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 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 was started in 2013 to fund, develop, and install 'functional bike art' in Chico. Our first project, a 'functional' art piece to commemorate the 'Decide and Ride' gathering place at One-Mile in Bidwell Park, was fully funded in 2014, and completed and installed by local artist/cyclist Jeff Lindsay in late 2015. Ed would be proud!

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

Advocacy and Outreach

Chico Velo is the voice of the local cycling community. We actively represents cyclists at Chico's City Council and Commission meetings, and we are a member of Butte County Association of Government's Transportation Advisory Committee. We work closely with local agencies in Chico, Paradise, Gridley and Oroville and Butte County overall to support local government grant applications for Active Transportation Program funding for bicycle and pedestrian facility improvements in all these communities, and have helped secure over $30M in federal funding for local bike-related projects through 2025.

In 2016, our work in partnership with local government and organizations such as Butte Environmental Council, Disability Action Center and Chico State University enabled us to initiate Chico's Bike/Ped Working Group, a task force that meets monthly to ensure that cyclists' needs are addressed in transportation projects, downtown revitalization efforts, and new development. The group works together to provide bike and pedestrian inputs on projects like the Esplanade Corridor study and highlight potential hazards, issues and opportunities for remedy/repair to city and county agencies. These efforts helped Chico to attain Gold Status in the League of American Bicyclist's Bike-Friendly City program in 2016!

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, teaching kids to ride 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. Achievements include the '3 ft for safety law' which took effect in September 2014, legitimizing Bike Ticket Diversion programs (traffic school for a bike moving violation) in 2015, and ensuring that the state's so-called "Active Transportation' funding goes to actual bike and pedestrian projects in 2016. As an Affiliate partner, Chico Velo helps define CalBike's legislative agenda and provides ongoing grass-roots support for key legal battles.

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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 our events
- 25 complimentary entries to our 2017 events (any ride, any route) and 25 event T-shirts
- Option for one vendor booth space in premier location at Wildflower headquarters/expo
- Your company name/logo with hyperlink to your company website in premier location on Chico Velo and Wildflower Century websites
- Your company name/logo in premier location on event t-shirts and posters
- Premier placement of your banners at start/finish and on the route at all our events
- Rights to event photographs and 'action' photos of riders
- 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

Platinum 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 our events
- 15 complimentary entries to our 2017 events (any ride, any route) and 15 event T-shirts
- Option for one vendor booth space at Wildflower headquarters/expo
- Your company name/logo with hyperlink to your company website on Chico Velo and Wildflower Century websites
- Your name/logo in secondary location on event t-shirts and event posters
- Secondary placement of your banners at start/finish and on the route at all our events
- Rights to event photographs and 'action' photos of riders
- Your company name mentioned in event 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

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Sponsorship Packages, cont.

Gold 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 our events
- 10 complimentary entries to our 2017 events (any ride, any route) and 10 event t-shirts
- Option for one vendor booth space at Wildflower headquarters/expo
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- Your company name/logo on event t-shirts and event posters
- Placement of your banners at start/finish and along the route at our events
- Rights to event photographs and 'action' photos of riders
- Your company name mentioned in event 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

Silver 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 our events
- 5 complimentary entries to 2017 events (any ride, any route) and 5 event T-shirts
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- 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

Bronze Sponsor—$2,500 (or $5,000 value in product/service) 6 Available

- 3 complimentary entries to 2017 events (any ride, any route) and 3 event t-shirts
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- 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

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Sponsorship Packages, cont.

Steel Sponsor—$1,000 (or $2,000 value in product/service) 8 Available

- 2 complimentary entries to 2017 events (any ride, any route) and 2 event t-shirts
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- 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

Partner —$500 (or $1000 value in product/service) 10 Available

- 1 complimentary entry to 2017 events (any ride, any route) and 1 event t-shirt
- Option for one vendor booth space at each event headquarters/expo
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- Chico Velo Business Membership

Champion —$250 (or $500 value in product/service) 12 Available

- 1 complimentary entry to 2017 events (any ride, any route)
- 1 event t-shirt in your choice of size
- Your company name/logo w/link to your website on Chico Velo and Wildflower websites
- 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 w/link to your website on Chico Velo and Wildflower websites
- Chico Velo Business Membership

Business Membership (included in all sponsor packages)

Introduced in 2014, our Business Membership offers resources to help you show your commitment to being a "Bike-Friendly Business", by encouraging employees and/or customers to switch to 'active transportation' options like biking or walking. It offers an easy and cost-effective way to get exposure to our membership and our thousands of website visitors. Included in all sponsorship packages, or available separately, our Business Membership provides:

- 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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Chico Velo 2017 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**

□ Title Sponsor ($25,000)
□ Platinum Sponsor ($15,000)
□ Gold Sponsor ($10,000)
□ Silver Sponsor ($5,000)
□ Bronze Sponsor ($2500)
□ Steel Sponsor ($1,000)
□ Partner ($500)
□ Champion or □ Bike Valet Sponsor ($250)

□ Please sign me up for a Business Membership only ($125)

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

_____

_____

Note: Chico Velo is a 501.c(3) non-profit organization, the amount of your contribution, less value received, is tax-deductible. Our Federal EIN is 94-2721971. After payment is received, a receipt will be emailed for your records!

Please designate my sponsorship dollars toward the following areas:

□ KidsPedal! - Childrens bike safety education □ Ed McLaughlin memorial art fund
□ Trailworks—Local Mountain Bike advocacy and education □ Use it where it's most needed!

Payment info:

□ Please 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:
(or email to velo@chicovelo.org, or fax to 530 342 4646)

Chico Velo Cycling Club
P.O. Box 2285
Chico, CA 95927

Final Details:

- 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: _____