

# BECOME A SPONSOR



## Sponsorship Levels:

Official Sponsor

Partner Sponsor

Supporting Sponsors

Booth Space

# Official Sponsor \$5,000

Become a part of an annual charity event that will benefit

## **P.E.D.A.L** for Kids

(Participate, Educate, Develop, Achieve, Lead)

an organization that helps children succeed and thrive.

- **Avenue of the Oaks presented by.....**
- **Advertising space for several months per year plus year long placement of calendar listings with:**

<u>Magazine</u>	<u>Circulation</u>	<u>Readership</u>
Cycle California	30,000	75,000
RacePlace	40,000	80,000
Southern California Bicyclist	20,000	40,000
Bicycling San Diego	40,000	80,000
Competitor	100,000	300,000

### Demographics:

64% male and 36% female

71% ages 35-54 and 48% have children

53% have annual incomes over \$70,000 (33% over 100,000)

- **Logo placement on all pages of Website, including Homepage**
- **Mention on all Press Releases**
- **Logo placement on all flyers and advertisements**
- **Flyers disbursed to over 150 bike stores and 40,000 via mailing list**
- **Logo placement on Front of T-Shirts**
- **Logo placement at Start and Finish**
- **Logo placement on Banners**
- **Materials placed in goody bags**
- **Free Booth space at event**

# Partner Sponsors \$1,000

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- **Advertising space for several months per year with:**

<u>Magazine</u>	<u>Circulation</u>	<u>Readership</u>
Cycle California	30,000	75,000
RacePlace	40,000	80,000
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Demographics:

64% male and 36% female

71% ages 35-54 and 48% have children

53% have annual incomes over \$70,000 (33% over 100,000)

- **Logo placement on Website**
- **Logo placement on flyers**
- **Flyers disbursed to over 150 bike stores and 20,000 via mailing list**
- **Logo placement on T-Shirt**
- **Logo placement at Start and Finish**
- **Materials placed in goody bags**
- **Free Booth space at event**

# Supporting Sponsors \$300

Become a part of an annual charity event that will benefit

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## **Sponsorship includes:**

Logo placement on Website

Logo placement on T-Shirt

Logo placement at Start and Finish

Materials placed in goody bags

Free Booth space at event

FALLBROOK • CALIFORNIA

## Booth Space

Booth space will only be \$50 for our inaugural year.

There is limited space and no competing vendors will be allowed.

Please send us an email if you are interested in booth space at [rideinfo@avenueoftheoaks.com](mailto:rideinfo@avenueoftheoaks.com).

All vendors are welcome to set up after 4pm on April 4<sup>th</sup>

