

2017 Country Coast Classic Bike Ride Sponsorship Opportunities

17th Annual Gene Cerise
Country Coast Classic
Bike Ride
June 24, 2017

*Benefiting the youth of Cambria
Cayucos and San Simeon*



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



Supporting the youth of our community is what this ride is all about. Since its inception, this has been a volunteer-driven event. In 2001, Gene 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 **17th Annual Gene Cerise Memorial Country Coast Classic Bike Ride** in support of the youth of Cambria, Cayucos and San Simeon.

About This Ride—June 24, 2017

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 scenery of the central coast of California. Registration includes well-stocked rest stops, experienced SAG, a delicious BBQ and a raffle ticket. Participants may select one of three rides: **¾ Century** (75 miles), **½ Century** (50 miles), or **¼ Century** (25 miles). Over 250 riders, volunteers and guests contribute to our total number of participants, increasing donations and exposure opportunities.

The following are provided to the riders:

- ◆ Pre-marked ride route
- ◆ Route Maps (with sponsor listings)
- ◆ Rest Stops (snacks, homemade cookies, drinks)
- ◆ Post ride BBQ for all riders (includes entrée, salad, drink, bread and dessert)
- ◆ Free ticket for raffle prizes
- ◆ SAG & Ham Radio support vehicles during the ride

Charity Description: Fundraiser for the Country Coast Classic

The Country Coast Classic provides funds which support programs and activities for the youth of Cambria, Cayucos and San Simeon (see attached list of Grant Recipients from the 2016 Ride). Tax I.D. #47-4897087

2017 Country Coast Classic Bike Ride Goal

To raise \$25,000 after event expenses. All proceeds go to fund local youth programs and activities.

Sponsorship Exposure Opportunities

There are many ways of maximizing our sponsors' names and images.

Email — Platinum, Gold and Silver sponsor logos are listed in multiple email messages sent to registered riders providing them with important ride information.

Event Materials—Event literature / registration information will be displayed in area bike shops & distributed at regional bike events. Literature & registration forms can be downloaded at www.countrycoastclassic.org

Event Start Site & BBQ Site—The event start site and final BBQ site are informal areas where event personnel, participants, friends and families congregate before the ride for registration and announcements and following the ride for a meal and convivial conversation. Sponsor banners or signage will be placed in this area if provided prior to the event. Sponsor vendor booths are encouraged (upon approval of the event committee).

T-Shirt—The 2017 Bike Ride T-Shirt will have 3 color art with space for Platinum, Gold & Silver sponsor's logo.

Website—The ride website, www.countrycoastclassic.org will have up-to-date information on ride news and a list of supporting sponsors. The sponsor's logos will be web-linked to the sponsors website.

Donations—are encouraged.

In-Kind—An in-kind donation will positively affect the organization's ability to reach the 2017 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 & items offered.*

Country Coast Classic is a 501(c)3 non-profit organization — Tax I.D. #47-4897087

<http://www.countrycoastclassic.org>

Effective January 1, 2017

Sponsorship Agreement Form

We offer six levels of sponsorship opportunities. In addition, we accept cash donations. Your support helps us to offset out-of-pocket expenses to ensure that the most funds possible go directly to the funding of youth programs and activities. Our goal is to raise \$25,000 this year.

17th Annual Gene Cerise Country Coast Classic Bike Ride June 24, 2017

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Choose your level of support (please check level):

Donation Amount \$ _____ Anonymous Y__ N__

Platinum \$1500 or in-kind equivalent*

Sponsorship Opportunities include:

- Major logo placement on route map, materials, website and event T-shirt
- Prominent logo placement on ¼ sheet flyers distributed at other bike events
- Name recognition in all event emails to participants and in press releases
- Three complimentary rider registrations
- Vendor space* and/or signage** at staging area
- 6-BBQ Tickets and 4-Event T-Shirts

Gold \$750 or in-kind equivalent*

Sponsorship Opportunities include:

Same as Platinum except

- Two complimentary rider registrations
- 4-BBQ Tickets and 2-Event T-Shirts

Silver \$500 or in-kind equivalent*

Sponsorship Opportunities include:

Same as Platinum except

- One complimentary rider registration
- 2-BBQ Tickets and 2-Event T-Shirts

Bronze \$250 or in-kind equivalent*

Sponsorship Opportunities include:

- Logo placement on route map, materials & website
- Vendor space* and/or signage** at staging area
- 2-BBQ Tickets and 1-Event T-Shirt

Partner \$150 or in-kind equivalent*

Sponsorship Opportunities include:

- Logo placement on the website
- Signage** at staging area
- 1-BBQ Ticket and 1 Event T-Shirt

*Vendor space and/or In-Kind sponsorships accepted at the discretion of the event committee.
Logo placement not guaranteed on print materials after April 1st.

Company Name: _____ Contact: _____

Address _____ City: _____ Zip: _____

Phone: _____ Email: _____

Complimentary Rider Name (Platinum, Gold & Silver Only):

1st Rider Name : _____ ¾ Century _____ ½ Century _____ ¼ Century _____

2nd Rider Name : _____ ¾ Century _____ ½ Century _____ ¼ Century _____

3rd Rider Name : _____ ¾ Century _____ ½ Century _____ ¼ Century _____

Shirt Size (s) _____ • BBQ Choice: # ___ Salmon | # ___ Tri-tip | # ___ Chicken | # ___ Veggie Lasagna

Enclosed find my contribution payable to: **CCC Bike Ride**

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

Send all sponsorship level logos to: admin@countrycoastclassic.org, (Email subject line: CCC Sponsor Logo)

Mail checks and sponsorship form to CCC Bike Ride, P.O. Box 6, Cambria, CA 93428-0006

Sponsorship Questions: Jim (805) 924-0223 or email marcelle@bags4you.com

**Note: To be displayed, all banners or signage must be provided at least one week prior to the event.

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Country Coast Classic

Gene Cerise Memorial

Youth-related Programs Supported by the 2016 Bike Ride

Benefiting Students at Cambria Grammar School

- YMCA After School Program \$3,500
- 5th Grade NatureBridge Institute at Yosemite 1,150
- 4th Grade Rancho El Chorro Outdoor School 1,000
- YMCA Summer Camp 1,000
- Peace Leader Program 750

Benefiting Students at Santa Lucia Middle School

- 8th Grade San Francisco Field Trip 1,000
- 7th & 8th Grade Leadership Conference 850
- Soccer Goals at Santa Lucia Middle School 850
- YMCA Summer Youth Institute 750

Benefiting Students at Coast Union High School

- Summer Enrichment Program (IT Skills) 1,250
- Safe & Sober Grad 750
- Surf Club College Campus Visits 750
- Bronco Boosters 125

Benefiting Students at all CUSD Campuses

- ArtBeat Homework and Performing Arts Clubs 5,000
- Assistance League - School Clothes for Local Students 2,000

Boy Scouts Summer Camp 750

Cambria Youth Athletic Association - Registration Fee Assistance 750

Girl Scouts Field Trip to Santa Barbara 200

Marine Corps Toys for Tots 100

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Grand Total \$22,525

Supporting the youth of Cambria, Cayucos and San Simeon through the annual Country Coast Classic Bike Ride

Country Coast Classic Inc. is a 501(c)3 non profit corporation | Tax ID # 47-4897087

P.O. Box 6, Cambria, CA 93428 | tel. 805.924.0223 | email admin@countrycoastclassic.org | web www.countrycoastclassic.org