

# Event Sponsorship and Advertising Opportunity

## **44<sup>th</sup> Mike's Bikes Cat's Hill Classic Bike Race**

[www.catshill.org](http://www.catshill.org)

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### **Background**

On Saturday, April 29, 2017, the Los Gatos Bicycle Racing Club (LGBRC), a multi **USA Cycling's Club of the Year** and a **501C3 Charity**, along with race title sponsor Mike's Bikes will host the 44<sup>th</sup> Mike's Bikes Cat's Hill Classic. Held since 1974, this is one of the most prestigious bicycle races in the country and is part of the **Northern California/Nevada Cycling Association Premier Series**, the **Junior Points Series** and the **USA Cycling Road Development Race Series**.

The 2015 event was featured in a Toyota national TV advertisement!

<https://www.facebook.com/mikesbikes/videos/10152760381746370/>

This event is on an especially challenging course with an incredibly 23% steep hill from which the race draws its name. Limited statistical analysis indicates that our race is typically featured in the San Francisco Chronicle (512,000 impressions), Cyclingnews.com (twice for 225,500 impressions), NBC 11 (200,000 impressions), Los Gatos Weekly Times (17,000 impressions), Los Gatos Observer (8,500 impressions), Velonews.com (59,250 impressions) and VeloNews Magazine (48,000 impressions) for a total of 1,352,750 impressions! Now these types of impressions are accelerated via social media!

The LGBRC has broad local community involvement in such events and organizations as Foothill College Foundation, the Los Gatos High School Marching Band, CASA (Community Against Substance Abuse), Youth Science Institute (YSI), Cycle ReCyclery, Alex Smith Foundation, Good Karma Bikes and the LGEF (Los Gatos Education Foundation). To this end, the Cat's Hill Classic is LGBRC's premier sporting event that is used to highlight our cycling development programs and our support various charities. Thus, your support of Cat's Hill will directly support our nationally renowned development programs, our grass roots racing program and the community charities.

The Cat's Hill Classic is a fast-paced, multi-lap race that takes place on a short, closed course in scenic Almond District in downtown Los Gatos, in the heart of Silicon Valley. The hill makes this an especially exciting race for spectators because the riders struggling up the 23% grade can be viewed from several vantage points. Last year the event drew approximately 400 participating athletes and approximately 3000 spectators. The area surrounding the racecourse features an exhibition area where sponsors may stage various demonstrations. Additionally, the race start/finish line and the hill are "wired for sound" through our professional PA system. Finally, a printed race announcement, including sponsor's logos, is published in neighborhood notification letters, newsletters, websites and flyers that are widely distributed in Northern and Southern California, as well as Nevada. Race sponsors will also be featured on our website at [www.catshill.org](http://www.catshill.org) for an entire year!

The 44<sup>th</sup> Mike's Bikes Cat's Hill Classic bike race is sure to continue as one of the most distinguished sporting events in the Santa Clara Valley. We have plans to make this year's event bigger than ever to appeal to an even greater audience since there are no other scheduled races that day! Your involvement will help ensure these goals are obtained. There are several sponsorship opportunities of which you may take advantage. Sponsorship opportunities typically include the following:

- Individual race sponsorship
- Prize sponsorship



## Highlights of Sponsorship Benefits

- Tax-deductible as an advertising expense or charitable donation involvement in a grass-roots development cycling program. You are supporting a community of charitable organization.
- Professional promotion as part of several NCNCA Premier Series (NPS) characterized by over a million impressions.
- Name/Logo printed on back of Cat's Hill souvenir T-shirt. This T-shirt will be awarded to top finishers in all non-pro races; distributed to Los Gatos/Monte Sereno police, fire fighters and race workers; and sold to spectators and others.
- Name/Logo and URL will appear on the Cat's Hill website at [www.catshill.org](http://www.catshill.org) for a year. Sponsors are also promoted on several social media platforms (e.g., Facebook, Instagram, e-mail blasts)
- A banner(s), supplied by you, will be prominently displayed around the course from 9 AM until 7 PM on April 29, 2017.
- Audio announcements (provided by you) will be announced on our PA system throughout the race day. Our PA system covers all the key areas of the course, including the hill and the Start/Finish line.
- You will be given space to set up a booth. The vendor booth area is always a significant spectator attraction. Your booth will be mentioned in our promotional announcements.
- You may take advantage of the exhibition area and stage demonstrations of your product or special event team (e.g., BMX half-pipe exhibitions, automotive sponsors may display vehicles, etc.).
- You have the opportunity to participate in the award ceremony, which is photographed and posted on our race website.

Additional benefit details can be found in our 44<sup>th</sup> Mike's Bikes Cat's Hill Classic Advertising Order Form.

## Cost of Sponsorship

The exact cost for sponsoring the Cat's Hill Classic varies, depending on what level of support you choose to provide. Also, we are flexible and will work with you to make it affordable for your company's or organization's budget. Typically, **Title Sponsorship** requires a commitment of only \$5,000; **Individual Race Sponsorship** requires a commitment of only \$300-\$1000; and **Prize Sponsorship** is a commitment in product donations of your choosing.

We are very excited to have you on board as a sponsor of LGBRC's premier event and look forward to hearing from you soon. If you have any further questions, please feel free to contact me at any of the following:

- 408-821-6014 cell
- e-mail: [bgordon@structint.com](mailto:bgordon@structint.com)

Sincerely,

Barry Gordon, President,  
Los Gatos Bicycle Racing Club



# Mike's Bikes Cat's Hill Classic

## Sponsor Advertising Order Form

**Sponsoring a Race:** The Mike's Bikes Cat's Hill Classic consists of 12 to 14 different categories of bicycle races. A different sponsor can purchase each race. The cost of each race varies, based on the prizes, the time of day the race occurs and the spectator-draw potential. For example, the higher category races offer larger prize purses; are typically later in the day, which increases spectator attendance; and receive more publicity throughout the day. Additionally, the upper category races are longer, more exciting events that attract more racers and spectators.

### **Title Race Sponsor Benefits (Sold to Mike's Bikes):**

- Race title sponsor's logo will be printed on the **front** of Cat's Hill souvenir T-shirt. This T-shirt will be awarded to top six finishers in all races; distributed free to Los Gatos police, fire fighters and race workers; and sold to spectators for only \$10 each
- Race title sponsor's logo will be printed on the 250 neighborhood race notification flyers that are distributed to every household affected by the race two weeks and redistributed again three days before the race.
- Race title sponsor will have the right of first refusal for the subsequent Cat's Hill Classics.
- Race title sponsor will have the right for a multi-year Cat's Hill Classic title sponsorship.
- If applicable, the race title sponsor can be added to the USA Cycling race permit so that the race title sponsor's racing team, if any, can obtain full USA Cycling credit for promoting a race, i.e., they will not have to promote their own separate race. This will save the race title sponsor's team, if any, a very significant effort and they will be co-promoting one the premier races in the US.
- Race title sponsor will be specifically named on the extensive race permit insurance policy along with the Town of Los Gatos through USA Cycling
- Race title sponsor name/logo will appear on 1000 custom race bibs, i.e., race numbers, worn by all racers on race day.

### **Individual Race Sponsor Benefits:**

- All individual race sponsors' names/logos are printed on back of Cat's Hill souvenir T-shirt.
- All race sponsors' names/logos will appear on all race fliers, race posters and social media. Race fliers are distributed at local bike shops and local races. Race posters are also posted in stores throughout downtown Los Gatos.
- All race sponsors' names/logos will appear on the Cat's Hill website for approximately one year at [www.catshill.org](http://www.catshill.org) and LGBRC website at [www.lgbrc.org](http://www.lgbrc.org)
- All race sponsors' names/logos banners, supplied by you, will be displayed on the course from 9 AM until 7 PM on the day of the race.
- All race sponsors' names will be mentioned in audio announcements concerning the race you choose to sponsor. Our PA system covers all the key areas of the course, including the hill and the Start/Finish line.
- All race sponsors will be given space to set up a booth. The vendor booth area is always a significant spectator attraction. Your booth will be mentioned in our promotional announcements.
- All race sponsors have the opportunity to participate in the award ceremony for their race.

**The cost for sponsoring or shared sponsoring of the various races is as follows:**

Race	Fee <sup>1</sup>	Sponsor
Cat's Hill Classic Title Sponsorship	\$5,000	Mike's Bikes
Men's Sr. 4	\$400	Friends of LGBRC
Men's Sr. 5	\$300	Friends of LGBRC
Men's Sr. 3	\$500	Los Gatos Roofing
Women's 3/4	\$400	NeoLife International
Women's 5	\$300	Melita Group
Juniors 15-18 DEVO/NCNCA event <sup>2</sup>	\$400	RockTape
Kids Ride 4-6 and 7-9	\$300	Sereno Group Real Estate
Master's 35+ 1/2/3	\$500	Renaissance Stone Care and Waterproofing
Master's 45+ 1/2/3	\$400	Belgian Diamonds
Master's 55+ 1/2/3	\$300	GU Energy Labs
Master's 35+ 4/5	\$300	Nicerpage Web Design + Left Bend Winery
Women's Pro/1/2/3	\$800	GU Energy Labs
Women's 35+ 1/2/3	\$300	Bell Helmets
Men's Pro/1/2	\$1200	Andale Mexican Family Kitchen + Coastal Septic + Friends of LGBRC

<sup>1</sup> Sponsorship fees can be shared with other sponsors

<sup>2</sup> Road Development Race Series (RDRS) and NCNCA Junior Point Series race

**Vendor Booth:** You may represent your business at the Cat's Hill with a vendor booth. A blocked-off area adjacent to the racecourse will be reserved for vendor booths and product demonstrations.

Providing you register with us before April 29, 2017 you can set up a vendor booth in the designated area. You are responsible for setting up, staffing and removing the booth, as necessary, as well as all costs associated with the booth. Booths may be set up anytime after 8 AM and must be removed by 7 PM. When registering for a booth space, please supply us with approximate dimensions of your booth.

**Race primes and prizes:** You may also choose to donate merchandise or coupons redeemable for merchandise/services to be used as "primes" or prizes. Primes are awarded in each race to the winner of a sprint within the race and are separate from the overall winner at the end of the race. Your name will be announced in association with the primes or prizes that you donate, before and after the race that they are awarded in. We reserve the right to choose the most appropriate race to award your prime/prize in, unless negotiated otherwise. In addition, we reserve the right to award prizes as a balance of cash and merchandise, as we deem appropriate.

**Important Deadlines:**

Artwork (T-shirts/website in eps format):	March 1, 2017
Payment:	March 1, 2017
Booth PA announcements:	April 11, 2017
Booth registration:	April 11, 2017
Course Banners:	April 29, 2017

**We would appreciate payment on or before the day the artwork is received.**

**For additional information, contact:**

Barry Gordon

[bgordon@structint.com](mailto:bgordon@structint.com)

408-821-6014

# 44<sup>th</sup> Mike's Bikes Cat's Hill Classic Bike Race Advertising Order Form

LGBRC member initiating this agreement

Attach business card here

(check boxes of all categories that apply):

Race Categories	Fee
Title Sponsorship	\$5000
Men Elite 4	\$400
Men Elite 5	\$300
Men Elite 3	\$500
Women Elite 3/4	\$400
Women Elite 5	\$300
Juniors DEVO 15-16, 17-18	\$400
Kids Ride 4- 6, 7-9	\$300
Masters 35+ Cat 1/2/3	\$500
Masters 45+ Cat 1/2/3	\$400
Master's 55+ 1/2/3	\$300
Masters 35+ Cat 4/5	\$300
Women Elite PRO/1/2/3	\$800
Women 35+ 1/2/3	\$400
Men Elite PRO/1/2	\$1200

Yellow = available, Green = sold, Clear = waiting for one co-sponsor decisions

**Vendor Booth** FREE to Race and Team Sponsors, all others pay \$100. Automobile displays are \$250.

Product or service that booth will display: \_\_\_\_\_ Booth size: \_\_\_\_\_

Special requirements: \_\_\_\_\_

Note: Motorized vehicles will be restricted from the race course and vendor booth area between 9 a.m. and 6 p.m. on race day. Please make arrangements to have your booth and all necessary supplies delivered/set-up/cleaned-up before 8:30 a.m. and after 6 p.m.

**Course Banner** FREE to Race Sponsors, all others: \$50 display fee.

**Race Primes and Prizes** I plan to donate: \_\_\_\_\_

Total Cost for the advertising package selected: \_\_\_\_\_

**ARTWORK DEADLINE: MARCH 1, 2017 (time to allow your artwork to be placed on the T-shirt)**

**PAYMENT DEADLINE: MARCH 1, 2017**

Make check to "LGBRC" and mail to: Barry Gordon, 16230 West Ellenwood Avenue, Monte Sereno, CA 95030-5212

LGBRC reserves the right to distribute a balance of donated cash, merchandise, or coupons, as we deem appropriate, as the "prize purse" for a particular race.

