



2017 EVENT SPONSORSHIP PROPOSAL

The Turlock Lake Road Race is celebrating its 7th anniversary in 2017 and continues to be one of the most anticipated and popular bicycle racing events on the NCNCA (Northern California Nevada Cycling Association) race calendar. The scenic course, which begins and ends at the Turlock Lake State Recreation Area, travels over rolling hills, flanked by the beautiful orchards and fields which the Central Valley is known for. But the course itself is only part of the appeal for the hundreds of race participants and spectators who attend the race each year. The TLRR is recognized amongst thousands of licensed racers throughout the Northern CA/NV racing community as being one of the best organized and well run events of the year; this fact is what continues to boost our yearly attendance and annual success. In 2015, TLRR was the NCNCA Masters State Championship Race and our club is once again in the running to host the race in 2017, which would give an added boost to an already popular and well attended event.



The Ciclistas del Valle ("Cyclists of the Valley") Cycling Club is the organizer and promoter of this annual race. "CdV" is a race team that encourages cycling as a sport for fitness, health and enjoyment throughout the Central Valley and beyond. It is now one of the largest cycling teams in Northern California. Our members are provided resources and support that help develop advanced skills necessary for participation in competitive and advanced non-competitive cycling activities, including road, cyclocross, MTB, track, and triathlons. It is these same dedicated athletes who spend months working behind the scenes and day of the event to ensure the club's biggest day of the year goes smoothly and is enjoyable for all.

BE A PART OF SOMETHING GREAT!



TLRR Sponsors have the opportunity to promote their products and services to a unique market of highly motivated, health conscious and athletic individuals and the families who also attend the event to support and cheer on their loved ones. TLRR is a one day event, but the benefit to sponsors far exceeds a 24 hour window of time. Sponsors receive publicity and promotion on the Official TLRR Facebook Event Page, on the TLRR website, and also throughout the day of the event from our live announcer. Sponsorship opportunities, described in more detail on the next page, include cash/merchandise prize donations, \$150 t-shirt sponsors, \$400 pavilion sponsors, and the coveted title sponsor slot (\$3,000) which provides an immense amount of publicity and exposure.

2017 SPONSORSHIP LEVELS



T-SHIRT SPONSOR - \$150

- Logo on event t-shirts and pavilion posters
- Logo will appear on Facebook event page and TLRR website before and after event
- Materials may be provided for participant SWAG bags (i.e. coupons, samples, brochures, freebies, promo items)
- Event announcer will highlight you company during the event
- Product donations valued at \$150 or more (i.e. gift cards, wine, 5# of almonds) also qualifies for these benefits



PAVILION SPONSOR - \$400

- Includes all benefits of the T-Shirt Level Sponsorship listed above in addition to added benefits listed below
- 10' x 10' outdoor exhibitor space (canopies not provided) at high visibility event pavilion near finish line/reg. area
- May offer free samples and special promotions to spectators and attendees
- Non-food/beverage sales are allowed (food and beverage sales allowed with vendor license)



TITLE SPONSOR - \$3,000

- **Event Title - Turlock Lake Road Race presented by "Your Company"**
- Includes all benefits of the Pavilion Level Sponsorship listed above in addition to added benefits listed below
- Additional benefits will be negotiated with CdV (i.e. logo display on finish line banner, additional pavilion signage)
- Copy of the winner's trophy and complimentary TLRR T-shirt

INTERESTED IN BEING THE 2017 TLRR TITLE SPONSOR?

Contact TLRR Race Director, John Kekuewa, at tlrr@ciclistadelvalle.org

2017 SPONSORSHIP AGREEMENT

*Please complete this page and return to CdV **BEFORE MARCH 18, 2017**. Logo artwork (.eps file format preferred for the t-shirt AND .jpg or .png for the print and social media applications) is also due no later than March 18th.*

Sponsor Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Title: _____

Email: _____ Website: _____

Additional Term and Conditions _____

_____ Addendum Attached \$ _____ Specify Amount of Sponsorship or Value of Donated Product/Services

As an authorized representative of the Sponsor identified above, I hereby agree to sponsor the 2017 Turlock Lake Road Race at the level selected and in accordance with terms provided in the Event Sponsorship Proposal.

Sponsor Signature: _____ Date: _____

Please make checks payable to Ciclistas del Valle Cycling Club and mail to P.O. Box 744, Modesto, CA 95353-0744

CdV Signature Verifying Acceptance: _____ Date: _____

Sponsorship amounts may be in the form of cash payments and/or prize merchandise upon approval of CdV.

Ciclistas del Valle Cycling Club, P.O. Box 744, Modesto, CA 95353-0744

TLRR Race Director, John Kekuewa: tlrr@ciclistadelvalle.org