

SPONSORSHIP OPPORTUNITIES

SUNDAY, OCTOBER 14

2018 SANTA ANA RIVER TRAIL BIKE RIDE & FESTIVAL



2018 Event Partners





EVENT INFORMATION

2nd Annual SART Bike Ride & Festival

Sunday, October 14, 2018 from 9:00 am – 1:00 pm

Ryan Bonaminio Park at the Tequesquite Arroyo

located at 5000 Tequesquite Ave, Riverside, CA 92501

Come cruise on the Santa Ana River Trail with us!

Join the Riverside County Regional Park & Open-Space District (RivCoParks), City of Riverside Parks, Recreation and Community Services Department, San Bernardino County Regional Parks Department, Riverside Community Services Foundation, Santa Ana River Trust, and Rivers & Lands Conservancy as they present the 2nd Annual SART Bike Ride & Festival on Sunday, October 14, 2018 and explore the Santa Ana River Trail! Get ready, get moving, and pedal down to the Santa Ana River Trail Bike Ride & Festival; an event promoting a healthy and active lifestyle for the whole family emphasizing the beautiful Santa Ana River Trail located right in our backyard. The festival is the creation formed by the partnership between City, County and non-profits; producing an event for all ages, aimed to bring awareness to the Santa Ana River Trail and give families the opportunity to learn about bike safety, health, wellbeing and much more.

The Santa Ana River Trail Bike Ride & Festival will provide access to beneficial resources and information from vendors present at the event. The event highlights two FREE community bike rides from Ryan Bonaminio Park to Martha Mclean Park, 4.5 miles round-trip; and to Hidden Valley Nature Center, 14.5 miles round-trip. Activities and refreshments will be available at each location with water stations along the trail. Ryan Bonaminio Park will host the starting point and main festivities to include a health and safety fair, activities, opportunity drawings, food vendors and entertainment featuring a BMX showcase.

The Santa Ana River Trail Bike Ride & Festival will take place on Sunday, October 14, 2018, from 9:00 am to 1:00 pm. The event and bike ride are free, the first 500 to register will receive a free event t-shirt. Ryan Bonaminio Park is located at 5000 Tequesquite Avenue, Riverside, CA 92501. For additional information, please contact (800) 234-7275 or visit www.SARTBikeFestival.org.



REASONS TO SPONSOR

Your Sponsorship...

...Helps develop the health & wellness community around you.

100% of the SART Bike Ride & Festival sponsorship goes right back to the community. Your sponsorship commitment will go directly to this year's event helping bring information, activities and support to the community around you.

Your Sponsorship...

...Puts your organization front and center.

Increasing interest in community health, wellness and personal fitness has positively increased the number of attendees each year. Supporting the SART Bike Ride & Festival through a sponsorship strategically positions your company with the highest visibility, and provides an excellent opportunity to share the value of your product offerings and services.

Your Sponsorship...

...Helps you gain, new clients, new customers, and new business.

Not only are the attendees of the event potential clients and customers, so are your fellow sponsors and vendors! Being featured at the event will help bring brand awareness to the event participants and in turn gaining you potential new clients, customers and business.

100%
"Exceptional" 2017 event attendee survey respondents rated the SART Bike Ride & Festival as Exceptional or Above Average.

100%
"Recommend" 2017 attendees plan to return in 2018 and would recommend the SART Bike Ride & Festival to someone they know.

98%
"Informative" 2017 survey respondents were able to take away useful information from the event that they will continue to use.



SPONSORSHIP BENEFIT PACKAGES

How you can help: We offer several levels of sponsorship options, each with a variety of benefits that will give your company or business positive exposure. Additional benefits may be available as well as a selection of a la carte items. Individualized meetings are encouraged to discuss various options to assist in benefitting your organization/company.



Pre - Event Recognition

	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Community \$250
Printed Materials – Presence on all printed materials.	Logo	Logo	Text	Text	
Website – Presence during promotional period.	Logo	Logo	Text	Text	
Social Media - Presence during promotional period.	Logo	Logo	Text		
Event Emails – Presence in marketing emails.	Text	Text			
Press Releases – Presence in all event press releases.	Text	Text			
Event Banners – Presence in all event banners.	Logo	Logo	Text	Text	

Day of Event Recognition

	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Community \$250
Day of Event Banners – Recognition on event sponsor banner.	Large Logo	Medium Logo	Small Logo	Text	Text
Company Banner – Provided by company and placed in high visibility areas.	Up to 5 Banners	Up to 3 Banners	Up to 2 Banners	1 Banner	
Vendor Booth – Premium location and sizes.	10'x30'	10'x20'	10'x20'	10'x10'	
Score Card – Presence on event 'score card' ensures visitation by guest.	✓				

Post - Event Recognition

	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Community \$250
Thank you Email Blast – Presence in email.	Logo	Logo	Text		
2019 Event Sponsorship Packet – Inclusion as prior sponsor.	Logo	Text	Text		



EVENT ACTIVITY SPONSORSHIPS

In addition to a variety of sponsorship packages, we're pleased to bring you additional a la carte opportunities to maximize your organization awareness at the SART Bike Ride & Festival.

Event Apparel Sponsor (3 available)**\$1,500.00**

- ✓ Logo placed on front of shirt
- ✓ Recognition on event Program
- ✓ Recognition on Event Sponsor Banner
- ✓ Recognition on Event Website

Entertainment Sponsor (1 available)**\$1,500.00**

- ✓ 1 Large company banner placed on stage
- ✓ Opportunity to speak on behalf of the company (max. 5 minutes)
- ✓ Recognition on Event Program
- ✓ Recognition on Event Sponsor Banner
- ✓ Recognition on Event Website

Bike Fix-it Station (2 available)**\$1,000.00**

- ✓ Logo to be included at station
- ✓ Located on the trail where in a high traffic area
- ✓ Opportunity for input on layout and decoration
- ✓ Recognition on Event Program
- ✓ Company Banner placed on Bike Fix-it Station
- ✓ Recognition on Event Sponsor Banner
- ✓ Recognition on Event Website

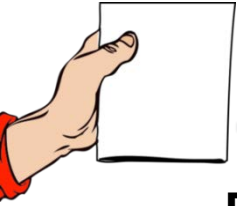
Water/Snack Station Sponsors (2 available)**\$750.00**

- ✓ Sponsorship of one of our two water stations
- ✓ Located in high traffic areas throughout the event
- ✓ Company logo on water stations
- ✓ Company Banner placed on all snack stations throughout event
- ✓ Recognition on Event Sponsor Banner
- ✓ Recognition on Event Website

We accept donations too! Donations can range from \$25-\$250. All Donors will receive text acknowledgement on our event day Sponsor Banner. Donations can range from all of the following: gift cards, exercise/sports equipment, media marketing donations, miscellaneous services, etc.



2018 PROMOTIONAL & MARKETING PLAN



125,000

Event Flyers

Printed in full color and distributed to local businesses, parks, schools and at special events.

350

Event Posters & Banners

Posted in full color and posted at local businesses, parks, schools and local events.



Websites and Activity Guides reaching over

175,000

Riverside County residents.



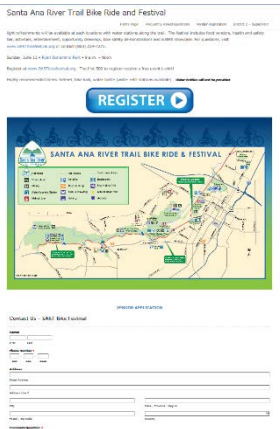
Social media integration using Facebook & Twitter

with reach of **50,000**.



City & County Emails

Reaching over **120,000** staff and community members.



Event Website Outreach



Event Flyers distributed to over **100,000** students in the local school districts.



ADDITIONAL INFORMATION

Donations to the SART Bike Ride & Festival are tax deductible!

Application Deadlines: The deadline for the Sponsorship Application is August 1, 2018. To complete your sponsorship contract, you must sign the terms and conditions and return your sponsorship registration and payment to the address listed below.

Early-bird Sponsorship Contracts: If you submit a contract before June 1, 2018 you will receive 25% off a la carte sponsorship item of your choice.

Terms of Cancellation: There will be no refunds issued after point of sale, and the full balance of the sponsorship invoice must be paid on or for before August 15, 2018. All early bird contract must pay 50% of their full sponsorship on or before July 18, 2018 and remaining balance on or before August 15, 2018. Any unpaid balance will be due at time of cancelation.

Instructions for Logo Submission: Submit your company logo in high resolution JPG and EPS format. The logo will be used for print and website use. Please submit your company logo to Gina Bonilla at RBonilla@riversideca.gov by August 15, 2018.

Disclaimer: The SART Bike Ride & Festival and its organizers are not responsible for information provided to us by sponsors. Please make sure all information provided to us correct.

Upon acceptance of your sponsorship application you will receive a copy of your receipt via the mailing address provided along with other important sponsorship information.

For any questions not covered in this packet, please send all inquiries to:

Jacqueline Rodriguez at (951)955-7394 or at JacqRodriguez@rivco.org

Please fax, mail or e-mail the completed Sponsorship Commitment form by August 1, 2018 to:

RivCoParks HQ

Attn: SART Bike Ride & Festival
4600 Crestmore Road; Bldg. C
Jurupa Valley, CA 92509

T: (951) 955-7394

F: (951) 955-4796

JacqRodriguez@rivco.org

***Thank you for your interest in becoming a sponsor for the
2018 SART Bike Ride & Festival!***



SPONSORSHIP COMMITMENT FORM

Company/Organization Name Please list exactly as you would like to be recognized in print.

Contact Person/Title

Address

City

State

Zip

E-mail Address

Phone

Yes! We will be a sponsor for the 2018 SART Bike Ride & Festival:

Sponsorship Packages:

Community Partner \$250.00

Gold Sponsorship \$2,500.00

Bronze Sponsorship \$500.00

Platinum Sponsorship \$5,000.00

Silver Sponsorship \$1,000.00

Other Amount \$ _____

A La Carte:

Event Apparel Sponsor \$1,500

Bike Fix-It Station Sponsor \$1,000

Entertainment Sponsor \$1,500

Water/ Snack Station Sponsor \$750

Total Cost of Sponsorship: \$ _____

Donations:

Yes! We will contribute the following product(s) and/or service(s):

Ex. Protein bars, fruit, water bottles, etc.

Payment Information:

Please send me an invoice.

I have enclosed a check made payable to: **RivCoParks**

Please charge my credit card (payment can be made in person or over the phone)

By signing below, I acknowledge that I have read through this sponsorship packet and understand and will comply with the guidelines and additional information provided to me.

Authorized Signature

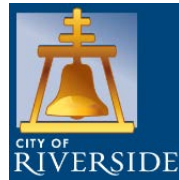
Date



2017 PARTNERS & SPONSORS



2017 EVENT PARTNERS



2017 EVENT SPONSORS

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Community Partners

Western Municipal Water District

Inland Empire Water Keepers

Keep Riverside Clean & Beautiful | Burrtec Waste Industries