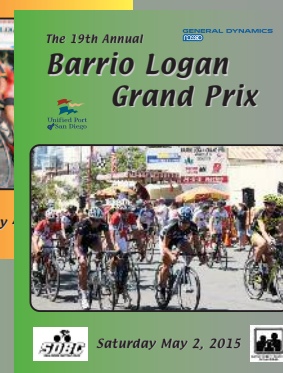
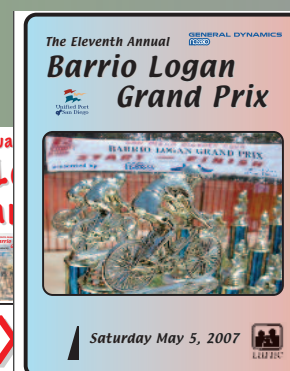
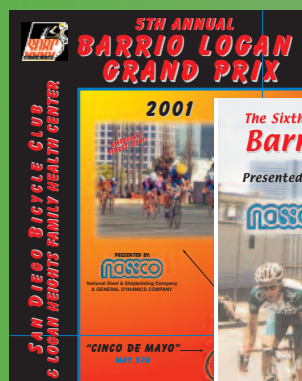


The 20th Annual

Barrio Logan Grand Prix

Sponsorship
Proposal



Saturday May 7, 2016



The Twentieth Annual
Barrio Logan Grand Prix

Presented by
The San Diego Bicycle Club
To benefit
**The Logan Heights Family Health
Center**

The Twentieth Annual Barrio Logan Grand Prix on Saturday, May 7, 2016 will once again be one of the largest cycling events in Southern California! Cyclists from all over California and the nation will be participating, as will local children and their families. This is not just a bicycle race, it's a San Diego Community event. The Barrio Logan Grand Prix bicycle race and Expo Area are held in conjunction with the many Cinco de Mayo weekend celebrations and National Bicycling Month to showcase our unique community spirit.

This bicycle race is a fast-paced and exciting event being held on a closed .8 mile "figure eight" course in Barrio Logan. On the closed "criterium" course, racers pass the same point each lap during the race which allows frequent and dramatically suspenseful viewing by spectators.

Each race will have up to 150 cyclists, with less experienced riders competing in smaller groups. Races will be 25-80 minutes long and will be held from 7:15 A.M. until 5:00 P.M. Free racing events for kids will be held between 12:30 and 1:30. SDBC gives away 300 free helmets to the youth participants in these events!

There will be an Expo area featuring a health fair provided by the Logan Heights Family Health Center, as well as booths provided by our sponsors and other community participants. Attendance of several thousand people, including competitors, spectators and expo participants has been increasing with every edition of this popular community event.

ENTERTAINMENT

A professional announcer from MGE Racing will provide information and commentary about the races throughout the day, along with music. Sound levels will be moderate and considerate, as in previous editions of the event. The Expo area will feature the Logan Heights Family Health Center Health Fair as well as product demonstrations and food and beverage vendors.

SAN DIEGO BICYCLE CLUB

The San Diego Bicycle Club (SDBC) was the #1 club in the USA for the third consecutive year! SDBC has been selected by the governing body of bicycle racing, the United States Cycling Federation (USCF) as the #1 Division 1 bicycle racing club in the nation for 1998, 1999, 2000 and again for 2006. Locally, SDBC has been selected by the USCF as California Club of the Year 1993-2000 and California Club of the Year for 2002. SDBC was also the winner of the Team division of the SCNCA So Cal Cup for 2005, 2007, 2011 and had numerous winners of individual standings also.

SDBC is San Diego's oldest bicycle racing club, dedicated to the development of Olympic and World Class bicycling as well as providing local racing and training for the San Diego cycling community. The majority of our members are licensed United States Cycling Federation racers. SDBC actively promotes the sport of competitive bicycling for men and women of all ages, which includes our successful youth programs. Through organized club rides, and training and coaching sessions our membership acts as a powerful force in the Southern California bicycling community.



SDBC IN THE COMMUNITY

And we don't just focus on fast pedaling... SDBC is famous for community outreach efforts, such as our children's races and the SDBC helmet giveaway. The SDBC Toy Ride features the only pedaling Santa Claus in San Diego and annually attracts hundreds of participants who provide toys for the toyless at Christmas. Those are the real reasons why SDBC is #1. SDBC is all about development and "giving back" to the community



LOGAN HEIGHTS FAMILY HEALTH CENTER

The Logan Heights Family Health Center is our beneficiary sponsor and shares the promotional rewards of our event. Logan Heights Family Health Center is a community based family health clinic, part of Family Health Centers of San Diego. The mission at Logan Heights Family Health Center is to help provide health care for Barrio Logan residents. We estimate there will be up to 300 children participating in the noon hour segment of the day's activities, especially designed for them.

YOUR OPPORTUNITY

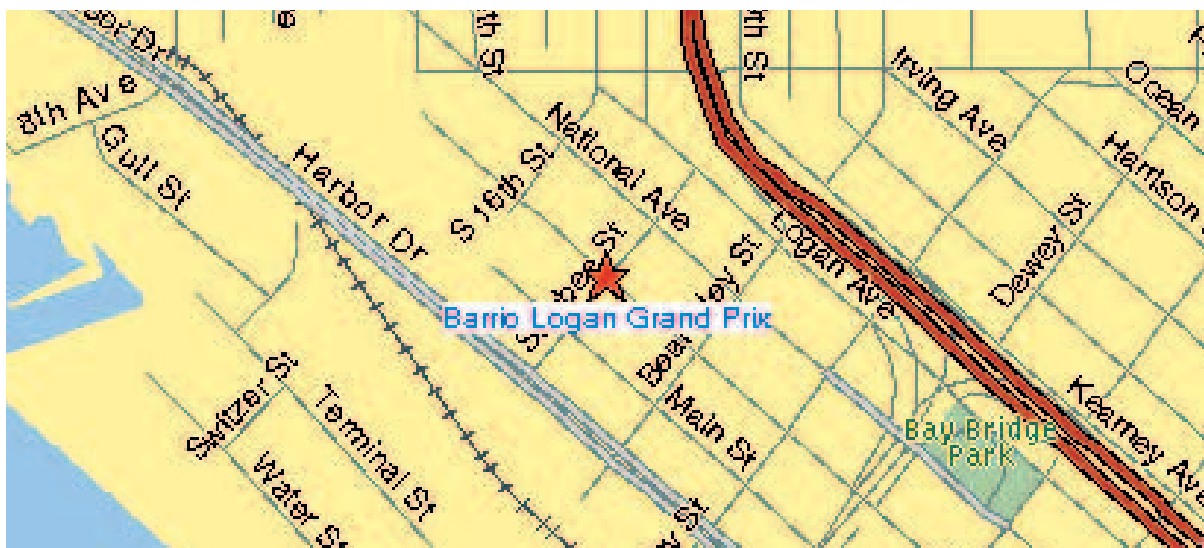
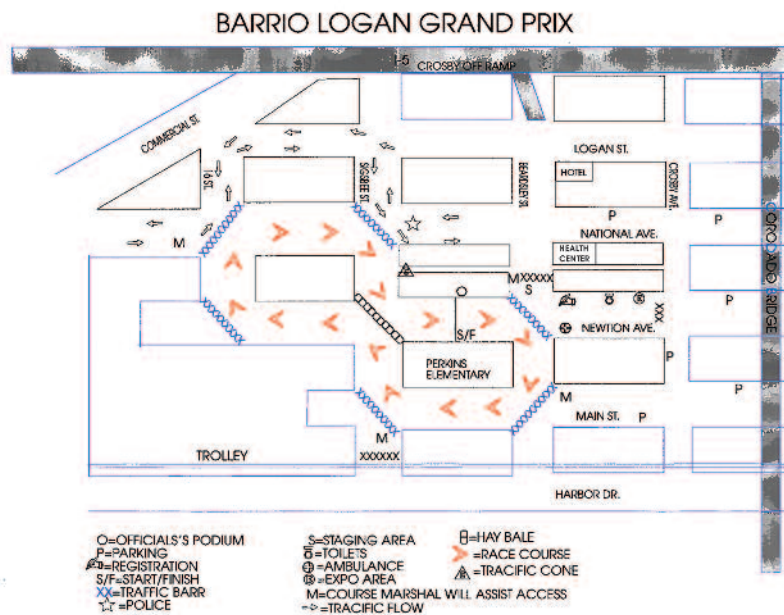
This is a unique opportunity to show support for the community of Barrio Logan and the development of bicycling in the City of San Diego, the San Diego Region, and the United States, while showcasing your business to an enthusiastic consumer group. We expect to provide our sponsors with widespread exposure through local, regional and national advertising prior to, during and immediately following the event. As always, sponsorship opportunities may be prioritized by readiness to commit and the value of contribution. There are, however, always opportunities for contribution at virtually any level. Your involvement in this event will certainly prove beneficial to your business while promoting these noble causes. Both SDBC and Logan Heights Family Health Center are not for profit organizations.



SDBC “Always supporting the community!”

THE COURSE

The bicycle race will be held on the streets labeled on the attached map. The event is held east of downtown San Diego, in the community of Barrio Logan. The course may be found immediately upon exiting southbound Interstate 5 at Cesar Chavez Parkway. This exit is just after the Imperial Ave. exit and immediately before the Coronado bridge exit. The roads included in the course are Newton Ave., Beardsley St., Main St., Sigsbee St., 16th St., and National Ave. The community of Barrio Logan allows this course to be closed to through traffic.



The San Diego Bicycle Club is a 501(C) (3) Non-Profit

Sponsorship Level One: TITLE SPONSOR

In consideration for sponsorship of at least \$10,000, you will become exclusive Title Sponsor of the entire event. The event is named for all promotional purposes as the "YOUR NAME BARRIO LOGAN GRAND PRIX".

- Your business name and logo will appear with the title in all advertisements and promotions.
- Your business will receive marquis placement on the Start/Finish banner, the Winners' Podium, and in all media contact methods.
- A full page ad will be provided in the printed Race Program.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- During the event you will receive the prime location in the Expo area.
- Our announcer will frequently present your business name and promotional materials during each individual race.

Sponsorship Level Two: CO-TITLE SPONSOR

In consideration for sponsorship of at least \$5000, you will receive Co-Title Sponsorship of the entire event. The event will be named for all promotional purposes with your name prior to the event name, shared with another sponsor's name, to be referred to as the "YOUR NAME / THEIR NAME BARRIO LOGAN GRAND PRIX".

- Your business will receive shared marquis placement on the Start/Finish banner, the Winners' Podium, and in all media contact methods.
- A full page ad will be provided in the printed Race Program.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- During the event you will receive a prime location in the Expo area
- Our announcer will frequently present your business name and promotional materials during each individual race.

Sponsorship Level Three: PRESENTING SPONSOR

In consideration for sponsorship of at least \$3000, you will receive Presenting Sponsorship of the entire event.

- Your business will receive placement on the Start/Finish banner, the Winners' Podium, and in all media contact methods.
- A full page ad will be provided in the printed Race Program.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- During the event you will receive a prime location in the Expo area, and our announcer will frequently present your business name and promotional materials during each individual race.

Additional levels of sponsorship are welcome and appreciated!

GOLD MEDAL SPONSORSHIP

In consideration for sponsorship of at least \$1000.

- Your business will be listed as a sponsor in all advertisements and promotions.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- A **full page** ad will be provided in the printed Race Program.
- During the event you will receive a prime location in the Expo area.
- Our announcer will frequently present your business name and promotional materials during each individual race.

SILVER MEDAL SPONSORSHIP

In consideration for sponsorship of at least \$750.

- Your business will be listed as a sponsor in all advertisements and promotions.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- A **1/2 page** ad will be provided in the printed Race Program.
- During the event you will receive a prime location in the Expo area.
- Our announcer will present your business name and promotional materials during each individual race.

BRONZE MEDAL SPONSORSHIP

In consideration for sponsorship of at least \$500.

- Our business will be listed as a sponsor in all advertisements and promotions.
- Your business may provide custom banner(s) which may be placed strategically on the course.
- A **1/4 page** ad will be provided in the printed Race Program.
- During the event you will receive a standard location in the Expo area.
- Our announcer will present your business name and promotional materials during each individual race.

Additional levels of sponsorship are welcome and appreciated!

BUSINESS CARD SPONSORSHIP

In consideration for sponsorship of at least \$200.

- Your business card sized advertisement will be listed in our Race Program.
- During the event our announcer will promote your business name.

FRIENDS OF CYCLING SPONSORSHIP

In consideration for sponsorship of at least \$100.

- Your name will be listed in our Race Program.

Prizes, Primes, "Schwag" or Give-a-ways:

All of these are welcome. With each presentation of your contribution, your business name will be acknowledged.

Barrio Logan "Racer's Alley" Expo Area

Located On Newton Avenue between Beardsley Street and Ceaser Chavez Parkway, our "***Racer's Alley***" Expo Area is a natural conduit for racers and spectators between the race course and parking areas. All qualifying sponsors are invited to display goods or services in our exclusive Expo Area! Featured at this year's Barrio Logan Grand Prix Expo will be the Logan Heights Family Health Center Health Fair. There will also be booths provided by our sponsors and other community participants. Electric power is not available for this area. Portable toilets will be located nearby. Professional displays are encouraged. You should be prepared to visit with 2000 people during the event!



The Twentieth Annual Barrio Logan Grand Prix

Saturday, May 7, 2016

Contact:



Ralph Elliott

Sponsorship questions:

Phone (619) 239-4321
Cell (619) 337-5579
Email Ralph@mgeracing.com

Ralph Elliott

Race Director

Phone (619) 239-4321
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SAN DIEGO BICYCLE CLUB

PO Box 80562

San Diego, CA 92138

Web Site

Phone (619) 940-5732

Email info_req@sdbc.org

© February 8, 2016 San Diego Bicycle Club



"A racing club emphasizing both novice and olympic athletic development"
Est. 1946

USCF National Club of the Year (Division 1) 1998-2000, 2002, 2006
Voted Southern California's (District 7) #1 Racing Club 1993-2000
California USCF Club of the Year 2002
Competitor Magazine Club of the Year 2002-2003, 2009
Promoter of the Barrio Logan Grand Prix and the Fiesta Island Time Trial Series

FOR IMMEDIATE RELEASE

For More Information Contact:

Ralph Elliott, Race Director
Phone (619) 239-4321
Email: Ralph@mgeracing.com
Website: <http://www.sdbc.org/>

Event: Barrio Logan Grand Prix Bicycle Race

Date: Saturday May 7, 2016

Location: Barrio Logan, San Diego

The 20th Annual Barrio Logan Grand Prix Bicycle Race for the benefit of the Logan Heights Family Health Center will take place on Saturday May 7, 2016 starting at 7:15 A.M. A full day of bicycle racing and festivities in conjunction with Cinco de Mayo celebrations is being promoted by the San Diego Bicycle Club (SDBC), the United States Cycling Federation's National Division One team of the year for the past years, 1998-2000 & 2006.

Spectacular racing action is easy to view on the closed .8 mile "figure eight" course in Barrio Logan. Each race will have up to 150 cyclists. Races will be 25-80 minutes long and will be held from 7:15 A.M. until 5:00 P.M. Free racing events for kids will be held between 12:30 and 1:30. SDBC gives away 200 free helmets to the youth participants in these events, and the photo opportunities of the kids' first racing experiences are priceless! NEW this year will be a Bicycle Safety Rodeo, Helmet Giveaway, at Cesar Chavez Park at the San Diego Bay, 9am to noon.

There will be an Expo area featuring a health fair, provided by Logan Heights Family Health Center, complete with health screenings, free immunizations for children, free pregnancy testing, food, music and entertainment. The racing will be presented by a professional announcer, and over \$7000.00 worth of prizes will be given away. Attendance of several thousand people, including competitors, spectators and Expo participants has been increasing with every edition of this popular community event.

The site of the race is just east of downtown San Diego, in the historic community of Barrio Logan. The course is located immediately upon exiting southbound Interstate 5 at Cesar Chavez Parkway. This exit is just after the Imperial Ave. exit and immediately before the Coronado bridge exit. Proceed to Beardsley Street and park in the designated race parking area. The roads included in the course are Newton Avenue, Beardsley Street, Main Street, Sigsbee Street, 16th Street, and National Avenue.

Send Barrio Logan Grand Prix Bicycle Race questions to: Ralph@mgeracing.com