



October 1st, 2017

**Why sponsor?** Road Bike Action Magazine and Santa Clarita Velo have teamed up for the second year to put on a world class Gran Fondo (“Big Ride” in Italian) cycling event in the Santa Clarita Valley to benefit the Davis Phinney Foundation for Parkinson’s Disease. At the heart of the foundation is cycling legend Davis Phinney. Davis, who copes everyday with Parkinson’s, has created a foundation that strives to help people live well with this crippling disease. Please click on the provided link to learn more. <https://www.davisphinneyfoundation.org>.

Santa Clarita is known as a bike friendly community with over 60 miles of paved bike paths. <http://bikesantaclarita.com> Cyclists come from throughout California to take part in the annual Gran Fondo. The Amgen Tour of California, a professional bike race, lists Santa Clarita as one of their favorite locations to host a stage of the race. Serious cyclists and cycling fans are drawn to our area to ride on the same roads that the pros do. <http://www.amgentourofcalifornia.com>

Our social media campaign includes several mediums for delivering content about our event: The City of Santa Clarita, Road Bike Action Magazine, our sponsor pages, local bike shops, and clubs. Our reach is wide, covering tens of thousands of individuals who follow or subscribe on Facebook, Twitter, and Instagram. Beginning approximately one month prior to the event, large banners and posters will be displayed throughout the city of Santa Clarita to highlight the upcoming event.

The 2017 special guest is a well-known former professional cyclist and current TV announcer, Bob Roll aka Bobke. In addition, former and current professional cyclists along with masters’ level riders will be at the event.

Weekend warriors and dedicated athletes are drawn to our event due to the overall experience. Our riders will have many opportunities to see our sponsors at the event with flags, signs, clothing, bottles, and stickers. Please review the following sponsorship opportunities. We sincerely hope you will join our cause to help those with Parkinson’s have a better quality of life.



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## 2017 Sponsorship Packages and Opportunities

Benefit	Platinum	Gold	Silver
<b>Price</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
Company or Entity featured on website	X	X	
Advertisement opportunities at key route locations	X		
Expo booth at pavilion	X	X	X
Free ride entries	10	6	3
Facebook and Twitter promotions	X		
Logo on T-shirts	X	X	
Tickets to the night before VIP event	X		
Banners and logo's at start finish	X		

### Other Opportunities\*:

- Sponsor and/or man a feed station
- Sponsor a KOM/QOM
- Provide volunteers

\* If interested in one of these opportunities to showcase your company, please contact our Fondo Committee (<https://www.facebook.com/Santa-Clarita-Velo-182956825048574/>) or (<https://www.santaclaritavelo.org>)

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