



Why sponsor? Road Bike Action Magazine and Santa Clarita Velo teamed up for the third year to present a world class Gran Fondo (“Big Ride” in Italian) cycling event in the Santa Clarita Valley. The event benefits the Davis Phinney Foundation for Parkinson’s Disease. Davis Phinney, cycling legend, copes with Parkinson’s everyday. The Davis Phinney Foundation 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 throughout California come to partake 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 have. <http://www.amgentourofcalifornia.com>

Our social media campaign includes several means of 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 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 overall experience of the event brings out dedicated athletes and weekend warriors. Our participants will have several opportunities to see our sponsors. Flags, signs, clothing, bottles, and stickers will be featured throughout the event. Please consider the following sponsorship opportunities. We sincerely hope you will join our cause to help those with Parkinson’s have a better quality of life.



2018 Sponsorship Packages and Opportunities

Benefit	Platinum	Gold	Silver
Price	\$5,000	\$2,500	\$1,000
Company or Entity featured on website	X	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		
Advertisement opportunities at KOM/QOM	X	X	
Banners and logo's at start finish	X		
Advertisement opportunity on SAG vehicles	X		

Other Opportunities*:

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

* Please contact our Fondo Committee if you're interested in being involved with the event.

(<https://www.facebook.com/Santa-Clarita-Velo-182956825048574/>) or (<https://www.santaclaritavelo.org>)