

CORPORATE
Sponsorship

LATINAS EN BICI 2023

latinassenbici.org



Friend & Community Partner,

As you know, cycling has tremendous health benefits for people from every walk of life, **but what you may not realize is how certain barriers are preventing the Hispanic and Latino population in the NWA community, namely Latinas, from reaping the benefits of cycling.**

From obvious language barriers, to less-apparent cultural roadblocks around family obligations which often keep women from engaging in activities outside the home, Latinas have been vastly under-represented in the local cycling community.

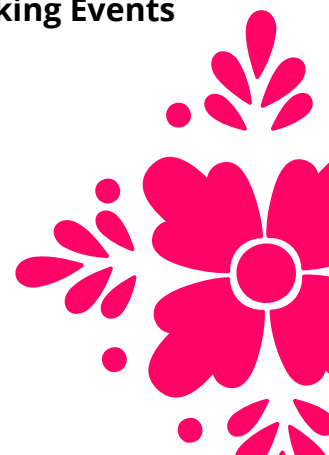
As a sponsor of Latinas En Bici's Multicultural Biking Events, YOU will help to connect Latinas in NWA to the cycling community in a space that is comfortable, welcoming, and safe for them so they can enjoy all the physical and mental health benefits that cycling offers.

Your sponsorship will EMPOWER Latinas with the confidence, education, skills, and sense of cultural belonging that not only enriches the lives of the local Hispanic and Latino population overall, but also leads to a stronger, more diverse representation among the local cycling community at large.

Will you consider becoming a sponsor of Latina's En Bici's Multicultural Biking Events in 2023? These opportunities are simply not possible without YOU!

Muchas Gracias,

Olivia Barazza



Your Sponsorship

PUTS LATINAS ON BIKES IN NWA!

There are 4 ways for your small business, corporate office, or organization to support Latinas En Bici:



ANNUAL SPONSORSHIP

Be an official sponsor for an entire year. Make the biggest impact for Latinas En Bici, with maximum visibility for your brand at every LEB event.



BIKE RIDE SPONSORSHIP

Sponsor our mountain bike or road bike rides for an entire season, with great visibility for your brand on things like our jerseys, and more!



EVENT SPONSORSHIP

Sponsor one or ALL THREE of our multicultural biking events, including Cinco de Mayo, Frida Kahlo Tour, Día de los Muertos, with top visibility for your brand.



CUSTOM SPONSORSHIP

Customize a sponsorship that fits your brand's priorities. Sponsor things like equipment, and entrance fees for riders, or provide in-kind donations, volunteers, or other services.



**Read on for details about each opportunity.
All sponsorships are tax-deductible.**

Annual Sponsorship

Make the biggest impact for Latinas En Bici, with maximum visibility for your brand at every LEB event for one year.

Corporate Cycling Champion

\$25,000

- Official Sponsor for the whole year.
- Recognition as a top sponsor in all event marketing.
- Logo on all event webpages, social media, jerseys & **LEB van**.
- Recognition as a top sponsor at all multicultural events & **workshops**.
- Table space at all events and/or add your promotional item to our rider swag bags.
- **Opportunity to speak during each event.**
- **10 tickets/registrations for each event.** Can be donated back for rider scholarships.

Community Cycling Ally

\$20,000

- Official Sponsor for the whole year.
- Recognition as a sponsor in all event marketing.
- Logo on all event webpages, social media, and jerseys.
- Recognition as a sponsor at all 3 of our multicultural events.
- **Table space at all events and/or add your promotional item to our rider swag bags.**
- **8 tickets/registrations for each event.** Can be donated back for rider scholarships.

NWA Cycling Friend

\$15,000

- Official Sponsor for the whole year.
- Recognition as a sponsor in all event marketing.
- Logo on all event webpages, social media, and jerseys.
- Recognition as a sponsor at all 3 of our multicultural events.
- **6 tickets/registrations for each event.** Can be donated back for rider scholarships.



All sponsorships are tax-deductible.



Ride Sponsorship

Sponsor our mountain bike or road bike rides for an entire season, with great visibility for your brand on things like our jerseys, and more!

Road Biking Partner

\$10,000

- Recognition as official ride sponsor on all our road bike rides.
- Placement of company logo on road biking jersey.
- Logo and direct link to your website in all communications to riders.
- Opportunity to add your promotional item to our rider swag bags.
- Logo on website & social media posts related to road biking events.
- 5 tickets/registrations for multicultural event rides. Can be donated back for rider scholarships.
- 3 road bike rides dedicated to your brand.

Mountain Biking Amigo

\$20,000

- Recognition as official ride sponsor on all our mountain bike rides.
- Placement of company logo on mountain biking jersey.
- Logo and direct link to your website in all communications to riders.
- Opportunity to add your promotional item to our rider swag bags.
- Logo on website & social media posts related to mountain biking events.
- 5 tickets/registrations for multicultural event rides. Can be donated back for rider scholarships.
- 3 mountain bike rides dedicated to your brand.



All sponsorships are tax-deductible.



Event Sponsorship

Sponsor one or ALL THREE of our multicultural biking events—Cinco de Mayo, Frida Kahlo Tour, & Día de los Muertos—with top visibility for your brand.

Brand Builder (all 3 events)

\$15,000

- Official event sponsor for ALL THREE multicultural events.
- Recognition as a top sponsor in all event marketing.
- Logo on event webpage, banners, flyers, and posters.
- Table space at ALL 3 events to promote your brand or business.
- Add your promotional item(s) to our rider swag bag.
- 10 tickets/registrations for each event.
- Recognition & thank you during the opening/closing of each event.

Community Friend (2 events)

\$10,000

- Official event sponsor for TWO events of your choice.
- Recognition as a top sponsor in all event marketing.
- Logo on event webpage, banners, flyers, and posters.
- Table space to promote your brand or business.
- Add your promotional item(s) to our rider swag bag.
- 10 tickets/registrations for each event.
- Recognition and thank you during the opening and closing of each event.

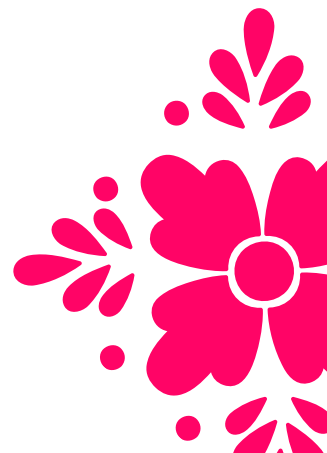
Cycling Networker (1 event)

\$5,000

- Official event sponsor for ONE event of your choice.
- Recognition as a top sponsor in all event marketing.
- Logo on event webpage, banners, flyers, and posters.
- Table space to promote your brand or business.
- Add your promotional item(s) to our rider swag bag.
- 10 tickets/registrations for each event.
- Recognition and thank you during the opening and closing of each event.



All sponsorships are tax-deductible.



Custom Sponsorship

Customize a sponsorship that fits your brand's priorities. Sponsor things like equipment and entrance fees for riders, or provide in-kind donations, volunteers, or other services.



EQUIPMENT SPONSOR

\$250 sponsors a bike, accessories, and instruction for 1 rider. \$1,000 sponsors 4 riders.



RIDER SPONSOR

\$70 sponsors an event/competition registration for 1 rider. \$300 sponsors the whole team's entrance fees for 1 event.



PROGRAM SPONSOR

\$250 sponsors 1 rider in our Biciescuela (Adult bike school). \$2,500 sponsors 10 riders.



IN-KIND SPONSOR

Your business can donate items like bottled water, energy bars, tshirts, or other items to support our events and rider activities.

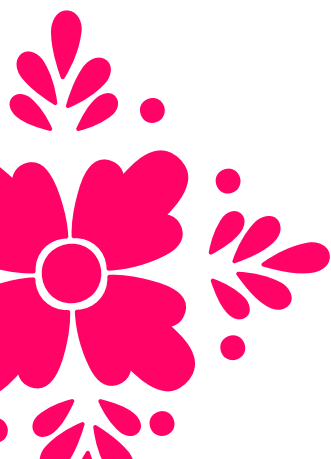


PROVIDE VOLUNTEERS

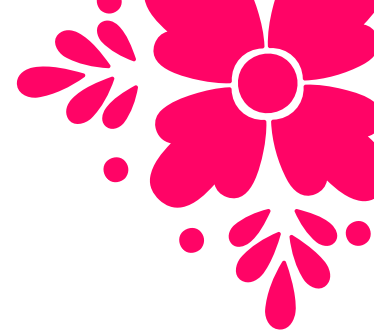
Volunteering is a great way to support Latinas En Bici. We welcome your team to serve as volunteers during our events or rides, to perform administrative tasks or instruction to riders, and to support our marketing efforts and/or fundraising activities.



All sponsorships and in-kind donations are tax-deductible. We'll provide customized brand promotion in exchange for your support.



Sponsorship Agreement



SPONSOR INFORMATION

Please write company/organization name as you'd like it to appear on all material.
Return this form to olivia@latinasenbici.org

Company/Organization Name

Name of Contact Person

Contact's Signature

Contact Email Address

Contact Phone Number

Company/Organization

Billing Address

@

Company/Organization Facebook Handle

@

Company/Organization Instagram Handle

Check the box of your desired sponsorship type and then circle the amount of your sponsor level. Indicate details and value of custom sponsorship in additional space provided.

Annual Sponsor: \$25,000 \$20,000 \$15,000

Ride Sponsor: Road Biking or Mountain Biking

Event Sponsor: \$15,000 \$10,000 \$5,000

Custom Sponsorship: _____

Questions? Contact Olivia Barraza at
479-366-4406 or olivia@latinasenbici.org

