



*Join us in 2018 for the 9th Annual  
Riverside Citrus Classic on  
October 6, 2018.*

February 2018

**The 8th annual Riverside Citrus Classic Bicycle Ride last year was a success!** With the generous support of so many sponsors, we were able to make a substantial contribution to support enriching educational programs in Riverside Unified School District having an impact on tens of thousands of students. Thanks to you, we were able to invest over \$195,000 directly into classrooms and schools last year.

We are offering you an opportunity to **secure “lead” spots in a few different categories**, enabling us to ensure that our sponsors gain maximum benefit from their participation in the event while also helping us secure sponsors early in the process.

Consider the following **benefits for your investment**:

- High-profile exposure relating to Riverside’s premier cycling event;
- Targeted advertisement to the families of over 40,000 students;
- Exclusive “naming” rights in each category as the “lead sponsor”;
- Association with a rapidly growing, positive, and “buzz-worthy” effort;
- Mentions on social media and websites, news, and marketing efforts;
- Tax-deductible contributions to education; etc.

**We look forward to partnering with you in 2018 and welcome your support and involvement in our planning process.** You will be an essential component to making next year’s event three-times as large, as well as in strengthening our local school districts in this critical time. Visit our website or Facebook page for updates.

Again, thank you. Please fill out the attached sponsorship acceptance and return it to me at [sandy\\_ramirez@att.net](mailto:sandy_ramirez@att.net) or 3380 Fourteenth St., Riverside, 92501.

Sincerely,

Sandra Ramirez  
President, REEF  
2018 Ride Director



### **Early Leadership Sponsorship Packages**

On top of these benefits, consider the additional benefits that make your participation a true value for you and your organization.

**All lead sponsor positions include the following:**

- Listing on all promotional race materials and event marketing
- Recognition by ride organizers at **promotions** throughout the year
- **Booth space** at the festival (varying sizes; selling encouraged)
- Podium recognition
- Rider bag hand-out opportunity
- **Four free ride entries** (\$360 value)
- Recognition and highlights on the ride’s popular **Facebook** site
- Recognition on **Active.com** and other Southern California ride outlets;

| <b>Sponsor Title/Category</b>  | <b>Sponsorship Amount (monetary or in-kind)</b> | <b>Sponsorship Benefits and Offerings</b>  |
|--|---|--|
| <b>Lead Ride Sponsor<br/>“The Acme Co. Riverside Citrus Classic”</b> | \$20,000  | THE lead ride sponsor. Premier customized package with industry/category exclusivity, naming rights, and all benefits listed in following packages.              |
| <b>Provision Sponsor<br/>“Brought to you by”</b>                     | \$10,000  | Premier customized package with industry/category exclusivity, preferred branding on all materials   |
| <b>Lead Cycling Sponsor</b>  | \$5,000   | One 24’x24’ booth at anchor position; preferred branding on all materials; named SAG branding; named SAG stops; title sponsor.                                   |
| <b>Plaza “Host” Sponsor</b>  | \$3,000   | One 12’x12’ booth in preferred position, branding on t-shirt, thank-you from podiums; email announcement to over 3,000 people; Facebook mentions and links; etc. |
| Friend of the Ride   | \$500-\$1000                                    | One 12’x12’ booth, mention on t-shirt, exclusivity at one rest stop  |

## Interested in helping with an in-kind contribution?

Consider the following items or forms of support:

### Riverside Citrus Classic In-Kind Sponsorship Needs

In-kind contributions are essential to the success of our ride. Items on this list qualify as “contributions” and can equate to any of the above-listed sponsorship levels.

| In-Kind Contributions    | Quantity      | Comments/Notes                      |
|--------------------------|---------------|-------------------------------------|
| Water Bottles            | 7,000         | Any brand.                          |
| Granola Bars/Energy Bars | 3,000         | Any brand.                          |
| Ice                      | 6,000 pounds  | Large bags are okay.                |
| Energy Drink             | 4,000         | Gatorade, Powerade, etc.            |
| Balloons                 | 100           | Orange, green, and white preferred. |
| EZ-Ups                   | 32            | Borrowed, loaned, etc.              |
| Trash Bags (large)       | 100           | Any brand.                          |
| Tape                     | 10 rolls      |                                     |
| Bread                    | 20 loaves     | Any Brand                           |
| Napkins                  | 1,000         |                                     |
| Cups and Plastic Cutlery | 2,000 each    | Plastic, any brand.                 |
| Paper Towels             | 100 rolls     | Any brand.                          |
| Bananas                  | 1,000         |                                     |
| Bagels and/or Muffins    | 2,000         | Mixed style preferred.              |
| Peanut Butter/Jelly      | 10 large jars | Any brand.                          |



## Riverside Citrus Classic Sponsorship Response Form

Your support will be fundamental to the success of our 2018 ride. Your contribution – of any size – will help our ride generate much-needed support for student and classroom enrichment programs in our local schools that are essential to our students’ success. Please fill out the below information and submit this letter with your contribution or pledge.



**CALL IN YOUR PLEDGE: 951-312-4031**

Via Mail: Riverside Citrus Classic @ 3380 Thirteenth St, Riverside , CA 92501

\_\_\_\_\_ **Yes, the Riverside Citrus Classic and our local schools can count on our organization’s support. We value education and are committed to advancing education in our community while also promoting this excellent, community event in Riverside.**

**Our Organization’s Pledge: \$** \_\_\_\_\_

[Please make checks payable to “Riverside Citrus Classic”]

Our Organization’s Lead Category: \_\_\_\_\_

Our Organization’s Contact Person for this Contribution:

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Information: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Special Instructions or Requests:**

A representative from our steering committee will be in touch with you right when we get your form. If you have any questions about making contributions, about the event, or about any particular sponsorship level, please let us know. Sandy Ramirez; [sandy\\_ramirez@att.net](mailto:sandy_ramirez@att.net) or 951-312-4031.