



*Join us in 2025 for the Annual  
Riverside Citrus Classic on  
October 18, 2025*

**The Riverside Citrus Classic Bicycle Ride in 2024 was a HUGE success, and we are looking forward to our next one in just a couple of months!** With the generous support of so many sponsors, we made a substantial contribution to support enriching educational programs in Riverside Unified School District, impacting tens of thousands of students. Thanks to you, we invested over \$175,000 directly into classrooms and schools last year.

We are offering you an opportunity to **secure “lead” sponsorship in several different categories**. This will enable 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 2025 and welcome your support and involvement in our planning process.** You will make the ride even more successful and strengthen our local school districts in this critical time. Visit our website or Facebook page for updates.

Again, thank you. Please complete the attached sponsorship acceptance form and return it to me at reef4rusd@gmail.com or mail it to 19069 Van Buren Blvd, Suite 114-484, Riverside, CA 92508.

Sincerely,

Lauri Byers  
Executive Administrator, REEF  
2025 Ride Director



## **Early Leadership Sponsorship Packages**

In addition to 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**
- Recognition and highlights on the ride's popular **Facebook** site
- Recognition on **Active.com** and other Southern California ride outlets

| <u><b>Sponsor Title/Category</b></u>  | <u><b>Sponsorship Amount (monetary or in-kind)</b></u> | <u><b>Sponsorship Benefits and Offerings</b></u>   |
|---|--|--|
| <u><b>Lead Ride Sponsor</b></u><br><i>"(Co. Name) &amp; Riverside Citrus Classic"</i> | \$20,000   | THE lead-ride sponsor. Premier customized package with industry/category exclusivity, naming rights, and all benefits listed in the following packages.          |
| <u><b>Provision Sponsor</b></u><br><i>"Brought to you by"</i>                         | \$10,000   | Premier customized package with industry/category exclusivity and preferred branding on all materials.   |
| <u><b>Lead Cycling Sponsor</b></u>  | \$5,000  | One 24'x24' booth at anchor position; preferred branding on all materials; named SAG branding; named SAG stops; title sponsor.                                   |
| <u><b>Plaza "Host" Sponsor</b></u>  | \$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. |
| <u><b>Friend of the Ride Contributor</b></u>  | \$500-\$1000   | One 12'x12' booth, mention on social media, logo 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            | 30 cases (24)   |                               |
| Granola Bars/Energy Bars | 500             |                               |
| Ice                      | 1,500 pounds    | Large bags are okay!          |
| Energy Drink             | 40 cases (18)   | Gatorade, Powerade, etc.      |
| EZ-Ups                   | 20              | Borrowed, loaned, etc.        |
| Trash Bags (large)       | 2 boxes         | Any brand.                    |
| Tape                     | 10 rolls        | Painters/Packing/Duct         |
| Bread                    | 20 loaves       | Any Brand                     |
| Napkins                  | 1,000           |                               |
| Cups                     | 1,000 each      | Dixie cups, small drink (8oz) |
| Paper Towels             | 20 rolls        | Any brand.                    |
| Bananas                  | 500             |                               |
| Trail Mix                | 15 lbs          | Mixed style preferred.        |
| Peanut Butter/Jelly      | 8/10 large jars | Any brand.                    |



## Riverside Citrus Classic Sponsorship Response Form

Your support will be fundamental to the success of our 2025 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.

**SCAN & EMAIL IN YOUR PLEDGE: REEF4RUSD@gmail.com**

Mail Checks: Riverside Citrus Classic 19069 Van Buren Blvd. Suite 114-484, Riverside CA 92508

**\_\_\_\_\_ 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 promoting this excellent community event in Riverside.**

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

[Please make checks payable to "Riverside Citrus Classic"]

**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 contact you as soon as we receive your form. Please let us know if you have any questions about making contributions, the event, or any particular sponsorship level. Lauri Byers [REEF4RUSD@gmail.com](mailto:REEF4RUSD@gmail.com), 951.333.7724

*Funds raised go to benefit the Riverside Educational Enrichment Foundation (REEF)*

*We are a charitable 501c3 nonprofit. EIN# 33-0585854*

