



# SPONSORSHIP GUIDE



# RIDE THE BRIDGE, BIKE THE BAY!

Cruise around the San Diego Bay and enjoy your only opportunity to ride across the San Diego Coronado Bay Bridge. This non-competitive community bike ride is for riders of all abilities and will take you on a scenic, and primarily flat ride, around the San Diego Bay via the Bayshore Bikeway. Along the way, riders will travel through the surrounding cities of Coronado, Imperial Beach, Chula Vista and National City before finishing back at the start finish line at Embarcadero Marina Park in downtown San Diego.

Not only will the scenic 25-mile route travel through all five of these very diverse communities but it will also allow riders their only opportunity of the year to ride over the beautiful Coronado Bay Bridge. All riders will return to San Diego for a post-ride festival with food, beverage, beer garden and entertainment.

## VISION

To offer an event where bicyclists, of all levels and abilities, join to make biking in San Diego more fun.

**BIKE**<sup>THE</sup>**BAY**



# SPONSORSHIP OPPORTUNITIES





# **\$5000**

## **PRESENTING SPONSOR**

Highly visible display of company logo on:

All print and web advertising (i.e. Bib numbers, e-mails, etc.)

Bike the Bay website

Bike the Bay social media marketing

All e-mail communication to participants

Option to display banner on packet pick-up days and day of ride

Exhibit booth at post-ride event

Ten complimentary ride entries

**BIKE<sup>THE</sup>BAY**

A vertical image on the left side of the slide shows a cyclist in a white and black jersey riding a road bike. In the background, there is a white tent with a red and white 'CLIF BAR' logo. The image is semi-transparent and has a green-to-blue gradient overlay.

## **\$2500 GOLD SPONSOR**

Highly visible display of company logo on:  
All print and web advertising (i.e. Bib numbers, e-mails, etc.)  
Bike the Bay website  
Bike the Bay social media marketing  
Option to display banner on packet pick-up days and day of ride  
Exhibit booth at post-ride event  
Five complimentary ride entries

**BIKE<sup>THE</sup>BAY**



**\$1000**  
**SILVER SPONSOR**

Highly visible display of company logo on print and web advertising including the Bike the Bay website

Exhibit booth at post-ride event

Two complimentary ride entries

**\$500**  
**BRONZE SPONSOR**

Display of logo on Bike the Bay website  
Exhibit booth at post-ride event

**BIKE<sup>THE</sup>BAY**



**\$300**  
**BOOTH SPONSOR**

Exhibit booth at post-ride event

**\$150**  
**E-GOODIE BAG SPONSOR**

Opportunity to provide promotional items  
in “E-Goodie” bag to participants

*Level of sponsorship for cash or in-kind donations will be determined on a case by case basis.*

*Nonprofit organizations will receive a 50% discount.*

**BIKE<sub>THE</sub>BAY**



**CONTACT US**  
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