



## 2014 Sponsorship Opportunities at the Third Annual Giro di San Diego Gran Fondo

Southern California meets Italy at the Giro di San Diego Gran Fondo, a celebration of cycling, food, and San Diego's North Coast. Held in beautiful Solana Beach, CA, the two-day festival features five mass-start, timed cycling events for road and mountain bikers, A Bike & Fitness Expo, and the Super Tasty 5K walk.

Keeping with the tradition of Italian Gran Fondos, which are semi-competitive, long-distance rides attracting thousands of cyclists, the Giro di San Diego caters primarily to casual riders, though professional cyclists are invited as special guests.

Our event is known for having challenging and picturesque routes, outstanding ride support, delicious food on course, and post-ride pampering. We overlay the riding options with a street-fair style Expo and a 5K Taste of Solana Beach Restaurant Walk to offer something for everyone.

Sponsoring the Giro di San Diego Gran Fondo can benefit your business in numerous ways, including exposure to attendees, positive public relations, advertising, distribution of product or coupons, and increased social media exposure.

### 2014 Event Overview

Fletcher Cove Area in Solana Beach, CA

September 6 and 7, 2014

1,800 Expected Participants

Three Road Bike Routes & Two Mountain Bike Routes

Two-day Bike & Fitness Expo

Super Tasty 5K Walk

Charity Partners: USO / Wounded Warriors and Promises 2 Kids Foundation



GranFondo Cycling Tours Inc.

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## 2014 Sponsorship Packages

The Giro di San Diego Gran Fondo offers a unique opportunity to market to men and women from various demographics, including affluent road cyclists, mountain bikers, runners, walkers, families, and community attendees.

We offer numerous sponsorship options to fit your company's marketing goals and budget. All opportunities are first-come first-serve. To discuss partnering with the Giro di San Diego, please contact Tobias Panek: [tobias@gftours.com](mailto:tobias@gftours.com)

### Sponsorship Overview

	<b>Title</b> \$10,000	<b>Presenting</b> \$3K - \$5K	<b>Gold</b> \$2,000	<b>Silver</b> \$1,000	<b>Bronze</b> \$500
Exclusive Festival Naming Rights	YES	-	-	-	-
Company Profiled in Press Releases	YES	-	-	-	-
Event Branding	YES	YES	-	-	-
Company Featured in E-Newsletter	YES	YES	-	-	-
Opportunity to Showcase Products	YES	YES	-	-	-
Logo on Jerseys	YES	YES	YES	-	-
Ad in Ride Booklet	FULL PAGE	1/2 PAGE	1/4 PAGE	-	-
Promotional Emails to 20K Athletes	YES	YES	YES	-	-
Facebook and Twitter Promotions	4	3	2	1	-
Banner Placement at Start / Finish Line	YES	YES	YES	YES	-
Logo on T-shirts	YES	YES	YES	YES	-
Logo on Flier and Poster	YES	YES	YES	YES	-
Free Ride Entry	8	6	4	2	1
Logo and Link on Website	YES	YES	YES	YES	YES
EXPO Booth	10X40	10X30	10X20	10X10	10X10

### Package Details

#### **TITLE** Sponsor (1 Available)

If you are interested in the full branding rights of this event and the highest level of exposure to our participants then consider a Title sponsorship.

The investment in this sponsorship is \$10,000. Benefits include:

- Exclusive Festival Naming Rights
- Company Profiled in Press Releases
- Company logo incorporated into event logo
- Company Featured in E-Newsletter
- Opportunity to Showcase Products
- Logo on Jerseys
- Full page Ad in Ride Booklet
- Promotional Emails to 20K Athletes
- 4 Facebook and Twitter Promotions
- Banner Placement at Start / Finish Line
- Logo on T-shirts
- Logo on Flier and Poster
- 8 VIP Entries
- Logo and Link on Event Website
- 10X40 Expo Booth

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## **PRESENTING Sponsor** (3 Available)

If you are interested in strong connection to this event or particular areas of the event then consider a Presenting Sponsorship. This event provides 3 possible presenting opportunities for road rides, mountain bike rides and running / walking.

**Road Presenting** - The investment in this sponsorship is \$5,000.

**Mountain Bike Presenting** - The investment in this sponsorship is \$3,000.

**Super Tasty 5K** - The investment in this sponsorship is \$3,000.

Benefits include:

- Event Branding
- Company Featured in E-Newsletter
- Opportunity to Showcase Products
- Logo on Jerseys
- 1/2 page Ad in Ride Booklet
- Promotional Emails to 20K Athletes
- 3 Facebook and Twitter Promotions
- Banner Placement at Start / Finish Line
- Logo on T-shirts
- Logo on Flier and Poster
- 6 VIP Entries
- Logo and Link on Event Website
- 10X30 Expo Booth

## **GOLD Sponsor** (unlimited)

At this level you will receive the next best possible placement in all areas and a logo on the event jersey.

The investment in this sponsorship is \$2,000.

- Logo on Jerseys in Prime Position
- 1/4 Page Ad in Ride Booklet
- Promotional Emails to 20K Athletes
- 2 Facebook and Twitter Promotions
- Banner Placement at Start / Finish Line
- Logo on T-shirts
- Logo on Flier and Poster
- 4 VIP Entries
- Logo and Link on Event Website
- 10X20 Expo Booth

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## **SILVER Sponsor** (unlimited)

If you are interested in being a part of the event but cannot entertain a Gold sponsorship you might like being an event Silver sponsor.

The investment in this sponsorship is \$1,000. Benefits include:

- 1 Facebook and Twitter Promotions
- Banner Placement at Start / Finish Line
- Logo on T-shirts
- Logo on Flier and Poster
- 2 VIP Entries
- Logo and Link on Event Website
- 10X10 Expo Booth

## **BRONZE Sponsor** (unlimited)

If you are interested in a booth you might want to consider an upgrade to be an Bronze sponsor of the event. Along with a 10'x10' booth you will also receive a logo on the event website and a free entry.

The investment in this sponsorship is \$500. Benefits include:

- 1 VIP Entry
- Logo and Link on Event Website
- 10X10 Expo Booth

## **2014 Bike & Fitness Expo Packages**

The two-day Bike and Fitness Expo at Fletcher Cove Beach Park attracts event attendees, locals, and families. With the vibe of a California street fair and generous booth space, it's a terrific option for artisans, cycling companies, bike shops, massage and chiropractic businesses, and more.

If you are interested in reserving a booth in the Bike & Fitness Expo space, please contact Tobias Panek: [tobias@gftours.com](mailto:tobias@gftours.com) or download our Expo Reservation form from the event website.

### **Expo Booth Sizes and Pricing**

10X10 Booth - \$250

10X20 Booth - \$350

10X30 Booth - \$400



## Sample Placements

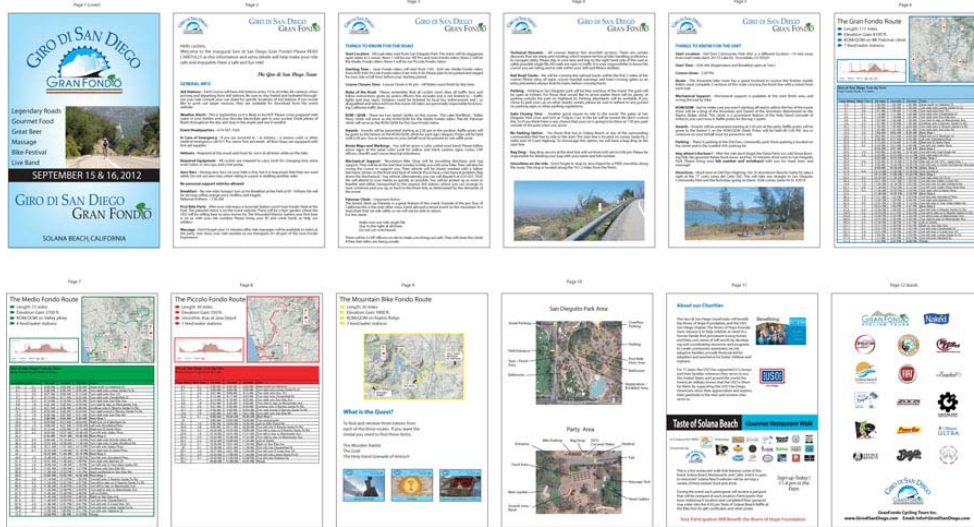


Figure 1: 2014 Rider Booklet - 12 page 5.5 X 8.5



Figure 2: Website Positions

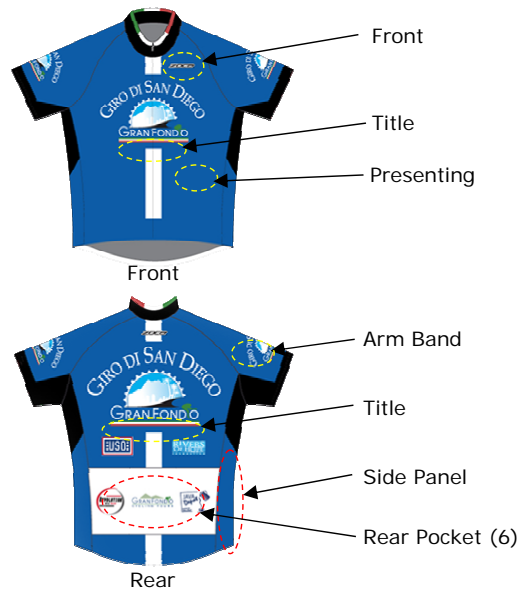


Figure 3: Jerseys Positions



## 2013 Wrap-Up

Our 2013 event was a great success. Participants were up 30%

Nearly \$10,000 raised for the USO Wounded Warriors and Promises2Kids

## Demographics

### Road events

79% male / 21 % female

Average age 44 / Oldest 72 / Youngest 11

### 5K Walk

41% male / 59 % female

Average age 37 / Oldest 79 / Youngest 6

## Charity Details

We are proud to support two great organizations, USO of San Diego and Promises 2 Kids.

Athletes supporting athletes - Giro di San Diego is proud to partner with USO San Diego to support the Wounded Warrior Regiment Recumbent Cycling Team and their training for the 2014 Marine Corps Trials at Camp Pendleton.

Each year Promises2Kids provides over 5,000 current and former foster youth with the tools, opportunities and guidance they need to overcome the difficulties of their past and grow into healthy, and successful adults.

