

BECOME A SPONSOR!



10th Annual

Sonoma County Backroad Challenge and Festival

Saturday, May 16, 2020

Penngrove Park, CA

Four Great Rides

Half-Century	50K (31 miles)
Training Ride	46 miles
Metric Century	100KM (62 miles)
Century	100 miles

Schedule

6:00 am	Registration begins
6:00-9:00 am	Riders start
Noon-5:00 pm	Festival at the Park

One Fantastic Festival! Live Music • BBQ • Beer

The Sonoma County Backroad Challenge is put on to raise funds for the Petaluma Sunrise Foundation, a non-profit 501(c)(3) that supports the activities of the Petaluma Sunrise Rotary Club.

PETALUMA SUNRISE FOUNDATION MISSION STATEMENT:

To raise and manage funds that will enhance the Rotary Club of Petaluma Sunrise's capabilities to participate in local community and international projects and to provide individual Rotarians and other community members a vehicle to make planned gifts for the long term benefit of the Rotary club and the community at large.

WHY WE SUPPORT ROTARY:

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who voluntarily come together to make positive, long lasting change in communities at home and abroad. While supporting our local community provides obvious benefits, we also believe that by contributing to projects internationally, we can enhance inter-cultural understanding and promote peace. Every donated dollar goes towards improving the world, both locally & globally.



Projects funded by this event

Fifth Tuesday Project

Provided meals to **1,426** people in **451** Petaluma households in our first year of service.

Lend-a-Hand Project

To date over **\$15,000** has been provided to fund grant requests for school projects and field trips in Petaluma.

Dictionary Project

Every third grader in Petaluma receives a childrens' dictionary. To date, over **10,000** 3rd-graders have been recipients.

Dominican Republic Schools

\$50,000 built 4 classrooms and a library at La Jagua School in the Alta Mira Area of the Dominican Republic.

Dominican Republic Water Sanitation

\$3,000 provided clean water, hand washing stations and toilets to a community school. Another **\$5,000** helped to restore sanitary water supply facilities to the community of La Colorada.



2020 SCBC Sponsorship Levels	Presenting (2 available) \$2,500	Gold (4 available) \$1,500	Silver \$1,000	Bronze \$500
Recognized as presenting sponsor in all press releases and print communications.	X			
New for 2020: Largest logo in prominent location on 20 5' x 8' billboards in greater Petaluma area. New design will allow for larger presenting sponsor logo than in previous years.	X			
Logo on 20 5' x 8' billboards in greater Petaluma area		X		
Above billboards prominently displayed at start/finish and festival on day of event	X	X		
Press release and e-mail blast announcing sponsorship—dedicated to individual sponsor.	X			
E-mail blast & boosted FaceBook post announcing your sponsorship.	X	X	X	X
New for 2020: Our Instagram campaign is being launched, and all sponsors will be recognized.	X	X	X	X
Company logo with link on our main website page. Logo sized and positioned in prominence based on the sponsorship level.	Top Tier	Second Tier	Third Tier	Fourth Tier
Company LOGO on event posters	Top Tier	Second Tier		
Company NAME on event posters			X	X
Company LOGO on event T-shirt	Top Tier	Second Tier		
Company NAME on event T-Shirt			X	X
Booth at festival if desired. Prominence of location based on the sponsor level.	Top Tier	Second Tier	Third Tier	Fourth Tier
Thank you to sponsor announcements from stage	Hourly	Hourly		
Number of comped rider registrations including all accompanying benefits (festival, meal, beer, T-shirts, etc.)	10	5	2	
Number of comped festival-only tickets				2



All riders receive an event t-shirt



11x17 Posters at Cycle Shops in the Bay Area



5'x8' billboards in 20 locations

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Register to ride at backroadchallenge.com



REGISTRATION INFORMATION

- \$2,500 Presenting Sponsor
- \$1,500 Gold Sponsor
- \$1,000 Silver Sponsor
- \$500 Bronze Sponsor

Sorry, I cannot attend but would like to support the Petaluma Sunrise Foundation with a donation in the amount of

\$1,000 \$500 \$250 \$100 Other \$ _____

Company Name/Sponsor: _____

Contact Person: _____

E-Mail: _____

Address: _____

City/St/ZIP: _____

Phone: _____

PAYMENT METHOD

Credit Card Type: Visa MasterCard Amex or Check Enclosed: \$ _____

Card Holders Name: _____

Card Number: _____ Exp. Date: _____ Sec. Code: _____

Authorized Signature _____ Date: _____

Billing Address: _____

City/St/ZIP: _____

Petaluma Sunrise Foundation is a 501(c)(3). Tax ID 27-2449085