



Birmingham Bicycle Club  
5184 Caldwell Mill Rd.  
Suite 204-194  
Hoover, AL 35244

Dear Friend,

The Birmingham Bicycle Club is presenting the BBC100, its 50<sup>th</sup> Annual Century, on Saturday, September 09, 2023. The proceeds from the event go toward furthering the vision of Bicycle Advocacy in the Greater Birmingham area. In 2022 the Club funded a major public information effort centering on raising the awareness of drivers to cyclists being on our roads. The Club is also the key organizer for the annual International Ride of Silence in May that honors cyclists who have been injured or killed while cycling on public roadway.

We are asking that you or your company consider becoming a sponsor of our event which directly benefits the cycling community. Your sponsorship will assist in covering expenses for the event itself so that participant registration fees may go directly to the cause.

The BBC100 is one of the oldest organized rides in Alabama and the country. The very first ride was organized in 1896. In recent times the ride was organized in 1973 and this year marks the 50<sup>th</sup> Anniversary of the ride in the modern era of the ride. The ride begins and ends about 30 miles northeast of Birmingham in Ashville, AL. All routes, from 24-100 miles, provide beautiful scenic views of our Alabama countryside. The riders are supported during the ride with several rest stops on the routes as well as support vehicles to provide emergency bike repairs and assistance. This event has drawn some 500 cyclists from all over Alabama and nearby states in past years. Following the impact of Covid, we have drawn 250 riders. With your support we are planning to return to the days when we had over 500 riders on the road.

The Birmingham Bicycle Club is a qualified 501(c)3 not-for-profit organization. Our federal tax number is EIN 63-1145406. We can provide a copy of our IRS documentation upon request. "In accordance with IRS regulations, we are required to provide you with an estimate of the fair market value (FMV) of the goods received in connection with the solicitation of your sponsorship. The value of these goods will reduce, in-kind, the charitable deductible portion of your sponsorship. You have the option of declining these goods; in which case 100% of your sponsorship will be deductible to the extent allowed by law." This can be done when finalizing your sponsorship amount.

We have several sponsorship levels for your consideration:

**\*\*Base benefits for all sponsors, your name / logo will be:**

- Featured on our event website (arranged in order of contribution level) and include direct links to your website or social media page.
- Included on our event T-shirt (arranged in order of contribution level).
- Promoted on BBC's Facebook page and other forms of social media.
- Printed on our Start / Finish sponsor signage.
- Space for a Sponsor provided Booth if you would like to join us at our headquarters for the event
- Sponsor provided promotional items will be included in the participant "goodie" bag.



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### \*Presenting Sponsor - \$5,000

#### All base benefits plus:

- Premier designation as a Presenting Sponsor of the BBC100
- Your name / logo featured on our 2023 century jersey and t-shirt. Jersey designs must have final edits by June 29,2023 so spaces are limited and will be awarded to those first committed
- Banners at event proclaiming “(your company) presents the 2023 BBC100 Century”
- Your sponsorship announced at the ride start as a Presenting level sponsor
  - o **Three Complimentary BBC100 cycling jerseys**
  - o **Three 2023 Jersey/Bib Discount Codes at 25% off to be used as you see fit.**
  - o **Three Complimentary entries to the BBC100 to use personally or as a gift (includes event t-shirts)**
  - o **Three annual club memberships: individual or family to use personally or as a gift**

### \* Gold Level - \$2,500

#### All base benefits plus:

- Prominent designation as a Gold sponsor of the BBC100
- Your name / logo featured on our 2023 century jersey and t-shirt. Jersey designs must have final edits by June 29,2023 so spaces are limited and will be awarded to those first committed
- Your sponsorship announced at the ride start as a Gold level sponsor
- Prominent placement on our day of event signage
  - o **Two Complimentary BBC100 cycling jerseys**
  - o **Two 2023 Jersey/Bib Discount Codes at 25% off to be used as you see fit.**
  - o **Two Complimentary entries to the BBC100 to use personally or as a gift (includes event t-shirts)**
  - o **Two annual club memberships: individual or family to use personally or as a gift**

### \* Silver Level - \$1,000

#### All base benefits plus:

- Special designation as a Silver sponsor of the BBC100
- Your name / logo featured on our 2023 century jersey and t-shirt. Jersey designs must have final edits by June 29,2023 so spaces are limited and will be awarded to those first committed
- Your sponsorship announced at the ride start as a Silver level sponsor
- Prominent placement on our day of event signage
  - o **One Complimentary BBC100 cycling jerseys**
  - o **One 2023 Jersey/Bib Discount Codes at 25% off to be used as you see fit.**
  - o **Two Complimentary entries to the BBC100 to use personally or as a gift (includes event t-shirt)**
  - o **One annual club membership: individual or family to use personally or as a gift**

### \* Bronze Level - \$750

#### All base benefits plus:

- Special designation as a Bronze sponsor of the BBC100
- Your name / logo featured on our 2023 century jersey and t-shirt. Jersey designs must have final edits by June 29,2023 so spaces are limited and will be awarded to those first committed
- Your sponsorship announced at the ride start as a Bronze level sponsor
- Prominent placement on our day of event signage
  - o **One Complimentary BBC100 cycling jersey**
  - o **One 2023 Jersey/Bib Discount Code at 15% off to be used as you see fit.**
  - o **One Complimentary entry to the BBC100 to use personally or gift (includes event t-shirt)**
  - o **One annual club membership: individual or family to use personally or as a gift**



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**\* Patron Level - \$500**

- All base benefits plus:
- Your name / logo featured on our 2023 century jersey and t-shirt. Jersey designs must have final edits by June 29, 2023 so spaces are limited and will be awarded to those first committed
- Your sponsorship announced at the ride start as a Patron level sponsor
  - o **One Complimentary entry to the BBC100 to use personally or gift (includes event t-shirt)**
  - o **One 2023 Jersey/Bib Discount Code at 15% off to be used as you see fit.**
  - o **One annual club membership: individual or family to use personally or as a gift**

If you are interested in sponsoring the Birmingham Bicycle Club, please contact us at one of the following email addresses:

[bbc\\_president@bhambikeclub.org](mailto:bbc_president@bhambikeclub.org) – Lloyd Maisonville

[bbc\\_info@bhambikeclub.org](mailto:bbc_info@bhambikeclub.org) – Brent Cotton

[bbc\\_century@bhambikeclub.org](mailto:bbc_century@bhambikeclub.org) – Gene Wallace

[bbc\\_century\\_sponsor@bhambikeclub.org](mailto:bbc_century_sponsor@bhambikeclub.org) – (All 3 of us)

Kind Regards,

***The BBC 100 Sponsorship Team***

[bbc\\_century\\_sponsor@bhambikeclub.org](mailto:bbc_century_sponsor@bhambikeclub.org)