



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

Dear Friend,

The Birmingham Bicycle club is a growing club whose primary focus is to promote safe bicycling and camaraderie in the greater Birmingham area and surrounding communities. We do this through educational programs, social activities and coordinating, sponsoring and leading rides on a monthly basis.

In the past, the Birmingham Bicycle Club has asked for company sponsorship for its annual Century Challenge Ride held in September each year. This year we are changing our corporate sponsorship program to not only support the century ride but all of our other activities throughout the year. Some of these activities include the Spring Metric Ride, our family fun day at Oak Mountain State Park and the Ride of Silence ride in May which honors cyclists who have been injured or killed while cycling on public roadways.

We are asking that you or your company consider becoming a sponsor of our club and all of its events which will benefit the cycling community in and around the Birmingham area.

The Birmingham Bicycle club membership has almost doubled in the last two years to over 475 members. We have a significant presence on Facebook with 2500 followers and will be adding Instagram to our social media footprint this year. We are a qualified 501(c)3 not for profit organization and our federal tax number is EIN 63-1145406. 100% of your donation is tax deductible unless you decide to receive goods along with your donation which would be calculated at a fair market value.

As in the past we will have several sponsorship levels for your consideration.

- Patron Level - \$500.00
- Bronze Level - \$750.00
- Silver Level - \$1000.00
- Gold Level - \$2500.00
- Presenting Sponsor - \$50000.00 and up



Levels of Sponsorship

Patron Level – \$500.00

- Your company's logo featured on our website (bhambikeclub.org) with a link to your website or social media page.
- One opportunity to have your company's information featured on our social media Facebook and Instagram pages (2700 followers).
- One t-shirt from the September Century Challenge.
- Your company's logo on the back of our September Century Challenge event t-shirt.
- Your company's logo printed on the start/finish photo op banner which will be hanging at our September Century Challenge bike ride.
- A 3X5 banner with your company's logo and information which will be hung along the start/finish line at our September Century Challenge bike ride.
- One annual club membership, individual or family to use personally or gift.
- One complimentary entry to the Spring Metric ride in March and the September Century Challenge.

Bronze Level - \$750.00

- All of the Patron Level benefits plus:
- Special designation as a Bronze sponsor at the September Century Challenge.
- Two opportunities throughout the year to have your company's information featured on our social media Facebook and Instagram pages (2700 followers).
- Two t-shirts from the September Century Challenge.
- Two annual club memberships, individual or family to use personally or gift.
- Two complimentary entries to the Spring Metric ride in March and the September Century Challenge.

Silver Level - \$1,000.00

- All of the Patron Level benefits plus:
- Special designation as a Silver sponsor at the September Century Challenge.
- Three opportunities throughout the year to have your company's information featured on our social media Facebook and Instagram pages (2700 followers).
- Three t-shirts from the September Century Challenge.
- Two annual club memberships, individual or family to use personally or gift.
- Two complimentary entries to the Spring Metric ride in March and the September Century Challenge.
- One person access to the VIP area at the September Century Challenge
- One Birmingham Bicycle Club jersey.



Gold Level - \$2,500.00

- All of the Patron Level benefits plus:
- Special designation as a Gold sponsor at the September Century Challenge.
- Three opportunities throughout the year to have your company's information featured on our social media Facebook and Instagram pages (2700 followers).
- Three t-shirts from the September Century Challenge.
- Two annual club memberships, individual or family to use personally or gift.
- Two complimentary entries to the Spring Metric ride in March and the September Century Challenge in September.
- Two persons access to the VIP area at the September Century Challenge.
- Two Birmingham Bicycle Club jerseys.

Presenting Sponsor - \$5,000.00

- All of the Patron Level benefits plus:
- Designation as a Presenting sponsor at the September Century Challenge.
- Four opportunities throughout the year to have your company's information featured on our social media Facebook and Instagram pages (2700 followers).
- Three t-shirts from the September Century Challenge.
- Opportunity to set up a booth at the Spring Metric Ride and the September Century Challenge
- Opportunity to address the club at one of its social functions or club meetings.
- Two annual club memberships, individual or family to use personally or gift.
- Two complimentary entries to the Spring Metric ride in March and the September Century Challenge in September.
- Two persons access to the VIP area at the September Century Challenge.
- Two Birmingham Bicycle Club jerseys.

If you are interested in sponsoring the Birmingham Bicycle Club, please contact us at:

bbc_century_sponsor@bhambikeclub.org

Kind Regards and thank you for your consideration,

The Birmingham Bicycle Club