



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

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

The Birmingham Bicycle Club's corporate sponsorship program supports other activities throughout the year. Some of these activities include the Magic City Spring Metric Ride, the Annual Fall Century and Time Trial Challenge, our family fun day and the Ride of Silence which honors cyclists who have been injured or killed while cycling on public roadways. Sponsor funds also help us raise driver awareness of cyclists through a billboard advertising program.

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

The Birmingham Bicycle Club membership numbers over 500 members, and we have a significant presence on Facebook with 3900 followers. 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 opt to receive goods along with your donation which would be valued at fair market rate.

We would like you to take advantage of our social media presence to promote your company. We will be contacting sponsors throughout the year to request posts we can put on our Facebook page. You will be contacted the month before the post goes up, so you have time to put together a banner, photograph, short video or other advertisement to send us. The frequency of these posts depends on the level of sponsorship you choose. In addition, to further promote your company, we have posted our sponsor list to the Home page of our website for better visibility.

As in the past, we 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- \$5000.00 and up

#### Patron Level - \$500.00

- Your company's logo featured on our website ([bhambikeclub.org](http://bhambikeclub.org))
- Two opportunities to have your company's information featured on our Facebook page
- One Century Challenge T shirt
- Your company's logo on the back of our Century Challenge T shirt
- Your company's logo printed on the start/finish photo op banner which will be hanging at the Century Challenge Ride
- A 3 x 5 banner with your company's logo and information which will be hung along the start/finish line at the Century Challenge Ride
- One annual club membership, individual or family, to use personally or gift
- One complimentary entry to the Spring Metric Ride and the Century Challenge Ride for you or a company employee

#### Bronze Level - \$750.00

- All of the Patron Level benefits plus:
- Three opportunities throughout the year to have your company's information featured on our Facebook page
- Two T shirts from the Century Challenge Ride
- One complimentary club membership, individual or family, to use personally or gift
- Two complimentary entries to the Spring Metric Ride and the Century Challenge Ride for you or a company employee

#### Silver Level - \$1,000.00

- All of the Patron Level benefits plus:
- Four opportunities throughout the year to have your company's information featured on our Facebook page
- Two T shirts from the Century Challenge Ride
- Two annual club memberships, individual or family, to use personally or gift
- Two complimentary entries to the Spring Metric Ride and the Century Challenge Ride for you or a company employee
- One Birmingham Bicycle Club jersey

#### Gold Level - \$2,500.00

- All of the Patron Level benefits plus:

- Five opportunities throughout the year to have your company's information featured on our Facebook page
- Three T shirts from the Century Challenge Ride
- Two annual club memberships, individual or family, to use personally or gift
- Two complimentary entries to the Spring Metric Ride and the Century Challenge Ride for you or a company employee
- Two Birmingham Bicycle Club jerseys

Presenting Sponsor - \$5,000.00

- All of the Patron Level benefits plus:
- More opportunities throughout the year to have your company's information featured on our Facebook page
- A contract designed by you and the BBC for your specific marketing needs
- Opportunity to address the club at one of its social functions or club meetings
- Opportunity to host a booth at the Spring Metric and Century Challenge rides
- Two annual club memberships, individual or family, to use personally or gift
- Two complimentary entries to the Spring Metric ride and the Century Challenge ride for you or a company employee
- Two Birmingham Bicycle Club jerseys

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

[bbc\\_century-sponsor@bhambikeclub.org](mailto:bbc_century-sponsor@bhambikeclub.org)

Kind regards and thank you for your consideration,

The Birmingham Bicycle Club