

Your return on investment (ROI) as a sponsor:

- Community visibility leading up to the Black Bear Gran Fondo, on event day and after the event
- Reach your target audience:
 - ⇒ Q100.3 covers 16 counties in northern Michigan
 - ⇒ Social Media: over 860 followers on the Black Bear Gran Fondo Facebook page and boosted posts that reach thousands!
 - ⇒ Email blasts sent to 1000+ past and present Black Bear Gran Fondo participants
- Build employee morale and demonstrate company commitment to the community
- Partner with an organization that directly funds and benefits our local community

The Rotary Club of Grayling extends a big THANK YOU to our co-presenting sponsors for 2019

Farm Bureau Insurance
Katie Olson, Agent



Great Lakes Orthopaedic Center



Black Bear Gran Fondo 2019 Sponsorship Commitment Form

Business Name
Business Address
Billing address (if different from above)
Name of Contact
Phone
Email address

Sponsorship Level: (please check box):

<input type="checkbox"/> Presenting	\$1500
<input type="checkbox"/> Start and Finish Line	\$1300
<input type="checkbox"/> Broadcast	\$1000
<input type="checkbox"/> Community	\$500
<input type="checkbox"/> Contributing	\$300
<input type="checkbox"/> Friend	\$100

Artwork? (please check box)

Yes, my business or organization has a logo or artwork I would like you to use.

No, we do not have a logo or artwork

Comments/Additional information:

Signature _____ Date _____

Please make checks payable to:

Black Bear Gran Fondo
c/o Rotary Club of Grayling
PO Box 373
Grayling, MI 49738

Questions? Contact us at:
blackbeargranfondo@gmail.com



BLACK BEAR GRAN FONDO 2019 Sponsorship Opportunities



Event date: Saturday, July 13, 2019
Location: Hanson Hills Recreation Area
7601 Old Lake Road
Grayling, Michigan

Website: runsignup.com/blackbeargranfondo



The Grayling Rotary Club Black Bear Gran Fondo 2019

This is the *eighteenth* year that the Grayling Rotary Club has organized a Black Bear event. We are grateful for the many loyal followers we have developed over the years and hope to continue to earn their support and loyalty with our Black Bear Gran Fondo event. And, with more distance options, we hope to grow our event with new Black Bear enthusiasts who will also return year after year.

A **gran fondo** is a mass participation cycling event that got its start in Italy in the early 1900's. Loosely translated, it means everything from "great foundation", "great distance" or "great endurance." Some cyclists ride for the satisfaction and pride of just making it to the finish line. Others want to improve upon their previous times and to challenge themselves, their friends, their teammates. Some ride to win.

Participants will have three chip-timed loop options: 100 miles (Century), 62 miles (Metric Century), and 45 miles, all traversing through the breathtaking landscape of the Ausable River Valley including Crawford and Roscommon county areas. The Black Bear Gran Fondo brings together fun and fitness in a community sponsored event. Please join us at Hanson Hills for a celebration complete with a great meal, lots of fun for all and Grayling's own Q100.3 Blarney Stone broadcast live at the start.



Black Bear Gran Fondo 2019 SPONSORSHIP OPPORTUNITIES

An event of this size and scope cannot be successful without the support of our local community. Your financial backing is greatly appreciated and will ensure the Black Bear Gran Fondo becomes a widely recognized and anticipated annual event. Please take a moment to consider the following Sponsorship Opportunities:

Black Bear Gran Fondo 2019
PRESENTING Sponsor **\$1500**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com

Black Bear Gran Fondo 2019
START and FINISH LINE Sponsor **\$1300**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com

Black Bear Gran Fondo 2019
BROADCAST Sponsor **\$1000**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com

Black Bear Gran Fondo 2019
COMMUNITY Sponsor **\$500**
will receive:

- Logo inclusion on event registration and information page (runsignup.com/blackbeargranfondo)
- Customized signage with YOUR LOGO at the start/finish line area on the day of event
- Logo inclusion on all Black Bear Gran Fondo event T-shirts (200)
- Inclusion in a minimum of one social media post on Black Bear Gran Fondo Facebook page
- Invitation for a representative from your company/business to be interviewed *live* on the Q100.3 Northern Focus Show leading up to the event.
- Opportunity for on-site distribution of your company marketing materials

COMMUNITY Sponsor details continued on next column

COMMUNITY Sponsor (continued)

- PLUS, CHOOSE ONE OF THE FOLLOWING SPECIFIC SPONSOR OPPORTUNITIES IN THIS CATEGORY:
 1. SAG Car Sponsor: includes YOUR LOGO magnet on SAG car
 2. Safety Tips Sponsor: includes YOUR LOGO on special signage with "safety tips for riders"
 3. Celebration Tent Sponsor: Includes YOUR LOGO on celebration tent where all riders gather post race
 4. Registration Sponsor: includes Your LOGO on registration materials and registration area
 5. Rest Station #3 Sponsor: All distances pass through this rest station and includes YOUR LOGO on special signage
 6. Wildcard Sponsor: Your creative sponsorship idea

Black Bear Gran Fondo
CONTRIBUTING Sponsor **\$300**
will receive:

- Logo inclusion on event registration and information page (runsignup.com/blackbeargranfondo)
- Customized signage with YOUR LOGO at the start/finish line area on the day of event
- Inclusion in a minimum of one social media post on Black Bear Gran Fondo Facebook page
- Logo inclusion on all Black Bear Gran Fondo event T-shirts (200)
- Mention on the Q100.3 Northern Focus Show on WQON radio station.

Black Bear Gran Fondo
FRIEND Sponsor **\$100**
will receive:

- Customized signage with YOUR LOGO at the start/finish line area on the day of event

**Please join the
Black Bear Gran Fondo 2019
as our sponsor in this
exceptional cycling event with a
longstanding reputation**

Contact information and reply form on reverse side