

Your 2021 sponsorship of the Black Bear Gran Fondo means:

- You are a preferred partner with the Grayling Rotary Club and together, we can and will make a difference!
- All proceeds are returned to the community in support of the enhancement of needed programs and services

Mission of the Grayling Rotary:

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

The Rotary Club of Grayling extends a big THANK YOU to our

Presenting Sponsor for 2021:

Farm Bureau Insurance
Katie Olson, Agent



Black Bear Gran Fondo 2021 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/Finish Line	\$1300
<input type="checkbox"/> Rest Stations	\$1000
<input type="checkbox"/> Restaurant	\$500
<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



2021 Sponsorship Opportunities



Event date: Saturday, July 10, 2021
Location: Hanson Hills Recreation Area
7601 Old Lake Road
Grayling, Michigan

Website: runsignup.com/blackbear



The Grayling Rotary Club Black Bear Gran Fondo 2021

This is the **twenty first** 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.



2021 Black Bear Gran Fondo event T-shirt

Black Bear Gran Fondo 2021 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 2021
PRESENTING Sponsor \$1500**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com)

**Black Bear Gran Fondo 2021
START/FINISH LINE Sponsor \$1300**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com)

**Black Bear Gran Fondo 2021
REST STATIONS Sponsor \$1000**
(ask for details from the Black Bear Team:
blackbeargranfondo@gmail.com)

**Black Bear Gran Fondo 2021
RESTAURANT Sponsor "NEW" \$500**
Help Feed Hungry Riders:

- All riders will receive a Menu Flyer in their registration packs with information, directing them to local establishments for discounted post race meal items.

**Black Bear Gran Fondo 2021
COMMUNITY Sponsor \$500**
Will receive:

- Logo inclusion on event registration and information site: runsignup.com/blackbeargranfondo page under the "Sponsorship" tab
- Customized signage with YOUR LOGO at the Rotary Pavilion on the day of event
- Logo inclusion on all Black Bear Gran Fondo event T-shirts
- Inclusion in a minimum of one social media post on Black Bear Gran Fondo Facebook page

COMMUNITY Sponsor details continued on next column

COMMUNITY Sponsor (continued)

- PLUS, YOU MAY CHOOSE ONE OF THE FOLLOWING SPECIFIC SPONSOR OPPORTUNITIES IN THIS CATEGORY:
 - SAG Car Sponsor: includes YOUR LOGO magnet on SAG car
 - Safety Tips Sponsor: includes YOUR LOGO on special signage with "safety tips for riders"
 - Registration Sponsor: includes Your LOGO on registration materials and registration area
 - Wildcard Sponsor: Your creative sponsorship idea

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

- Logo inclusion on event registration and information site: runsignup.com/blackbeargranfondo page under the "Sponsorship" tab.
- Customized signage with YOUR LOGO near the Rotary Pavilion on the day of event
- Logo inclusion on all Black Bear Gran Fondo event T-shirts
- Inclusion in a minimum of one social media post on Black Bear Gran Fondo Facebook page

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

- Logo inclusion on event registration and information site: runsignup.com/blackbeargranfondo page under the "Sponsorship" tab
- Customized signage with YOUR LOGO at the start/finish line area on the day of event

**Please join the
Black Bear Gran Fondo 2021
as our sponsor in this
exceptional cycling event with a
longstanding reputation**

Contact information and reply form on reverse side