



**SATURDAY, JUNE 10, 2017**  
**START/FINISH**  
**OAK POINT PARK, PLANO**

Approximately 2,200 cyclists ride in this annual rally, entering its 26th year. Catering to both the serious cyclist as well as the weekend rider, this is one of the premier bike events in North Texas.



## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor \$25,000

- Naming rights: Collin Classic by NAME with cobranded logo
- Logo on the top scaffolding of the Start/Finish line structure
- Logo placement on the stage
- Recognition in PA announcements and race day script
- (25) Complimentary registrations – additional riders at 20% discount
- 20 x 20 Expo tent at the Riders Village
- Designated parking area in the VIP Parking lot
- Fliers and/or product samples in cyclist goodie bags
- First right of refusal for 2018 Title Sponsorship

#### MARKETING & PROMOTION

- Recognition in printed and electronic materials including event and route signage, website, press releases and other promotional materials
- Access to use event logo
- Logo recognition on T-shirt and Event Jersey

### Riders Village Sponsor \$15,000

- Prominent banner placement at Riders Village and roadside
- Logo placement on the stage
- Recognition in PA announcements and race day script
- Mentions in all print, broadcast and online media
- Fliers and/or product samples in cyclist goodie bags
- (15) Complimentary registrations – additional riders at 20% discount
- Logo placement on print, T-shirt, Event Jersey and website
- 10 x 20 Expo tent in Riders Village
- Designated parking area in the VIP Parking lot

### Start/Finish Line \$10,000

- Company name included on Start/Finish line
- Mentions in all print, broadcast and online media
- Fliers and/or product samples in cyclist goodie bags
- Logo placement on print, T-shirt, Event Jersey and website
- 10 x 10 Expo tent in Riders Village
- (10) Complimentary registrations & VIP Parking

### Lunch Sponsor \$10,000

- Exclusive banner placement at the Rider's Village
- Logo placement on print, T-shirt, Event Jersey and website
- 10 x 10 Expo tent in Riders Village
- Name recognition on print promotions
- Fliers and/or product samples in cyclist goodie bags
- (10) Complimentary registrations & VIP Parking

### Route Sponsor \$5,000

- Prominent logo on route signage on all routes 17, 30, 40, 51 and 62
- Logo placement on print, T-shirt, Event Jersey and website
- 10 x 10 Expo tent in Riders Village
- Name recognition on print promotions
- Fliers and/or product samples in cyclist goodie bag
- (5) Complimentary registrations & VIP Parking

> See next page for more opportunities

For more information, please contact:  
 Laura Bese, Director of Special Events & Social Marketing: [LBese@bgccc.org](mailto:LBese@bgccc.org)  
 7790 Main St. | Frisco, TX 75033 | (469) 888-4620 Ext. 105  
[www.bgccc.org](http://www.bgccc.org)



26TH ANNUAL

# COLLIN CLASSIC

benefiting  BOYS & GIRLS CLUBS OF COLLIN COUNTY



## SPONSORSHIP OPPORTUNITIES

<p><b>Shuttle Sponsor</b> <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• Exclusive banner placement as Shuttle Sponsor</li> <li>• Name recognition on print promotions</li> <li>• Logo placement on print, T-shirt, Event Jersey, and website</li> <li>• Fliers and/or product samples in cyclist goodie bags</li> <li>• 10 x 10 Expo tent in Riders Village</li> <li>• (5) Complimentary registrations &amp; VIP Parking</li> </ul>
<p><b>Hydration Sponsor</b> <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• Exclusive banner placement as Hydration Sponsor</li> <li>• Name recognition on print promotions</li> <li>• Logo placement on print, T-shirt, Event Jersey, and website</li> <li>• Fliers and/or product samples in cyclist goodie bags</li> <li>• 10 x 10 Expo tent in Riders Village</li> <li>• (5) Complimentary registrations &amp; VIP Parking</li> </ul>
<p><b>Packet Pick Up Sponsor</b> <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• Participation at (4) packet pick up locations</li> <li>• Name recognition on print promotions</li> <li>• Logo placement on print, T-shirt, Event Jersey, and website</li> <li>• Fliers and/or product samples in cyclist goodie bags</li> <li>• 10 x 10 Expo tent in Riders Village</li> <li>• (5) Complimentary registrations &amp; VIP Parking</li> </ul>
<p><b>VIP Parking Sponsor</b> <b>\$3,500</b></p>	<ul style="list-style-type: none"> <li>• Name recognition on print promotions</li> <li>• Logo placement on print, T-shirts, and website</li> <li>• Fliers and/or product samples in cyclist goodie bags</li> <li>• 10 x 10 Expo tent in VIP Parking Area</li> <li>• (4) Complimentary registrations &amp; VIP parking</li> </ul>
<p><b>Break Point</b> <b>\$2,500 x 5</b></p>	<ul style="list-style-type: none"> <li>• Exclusive banner placement at your Break Point</li> <li>• Volunteer opportunity at your Break Point</li> <li>• Logo placement on print, T-shirts, and website</li> <li>• Fliers and/or product samples in cyclist goodie bags</li> <li>• (3) Complimentary registrations &amp; VIP Parking</li> </ul>
<p><b>Collin Classic Supporter</b> <b>\$1,000</b></p>	<ul style="list-style-type: none"> <li>• Logo placement on print, T-shirts, and website</li> <li>• (2) Complimentary registrations &amp; VIP Parking</li> </ul>

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## SPONSORSHIP COMMITMENT & REGISTRATION

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

### I/We commit to sponsor the 2017 Collin Classic at the following level:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Presenting Sponsor \$25,000     | <input type="checkbox"/> Route Sponsor \$5,000          | <input type="checkbox"/> VIP Parking Sponsor \$3,500      |
| <input type="checkbox"/> Riders Village Sponsor \$15,000 | <input type="checkbox"/> Shuttle Sponsor \$5,000        | <input type="checkbox"/> Break Point \$2,500              |
| <input type="checkbox"/> Start/Finish Line \$10,000      | <input type="checkbox"/> Hydration Sponsor \$5,000      | <input type="checkbox"/> Collin Classic Supporter \$1,000 |
| <input type="checkbox"/> Lunch Sponsor \$10,000          | <input type="checkbox"/> Packet Pick Up Sponsor \$5,000 |   |

### Method of payment:

- Personal Check     Company Check     Credit Card (circle one)    MasterCard    VISA    AMEX    Discover     Invoice

I/We would like to commit to a sponsorship level indicated above and will remit payment on or before May 19, 2017.

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_  
3 digits on back of card: \_\_\_\_\_ Name as it appears on card: \_\_\_\_\_  
Signature: \_\_\_\_\_

*This document is a binding contract between BGCCC and the bearer of this signature. In order to assure your sponsorship level, please submit payment as soon as possible. Contributions are tax-deductible to the full extent allowed by law. BGCCC is a 501(c)(3) organization. BGCCC's tax identification number is 75-1296869. Please return this form to: lbese@bgccc.org*

