

20th Anniversary Boulevard Lakefront Tour Sponsorship Opportunities



2007 Event Overview

Starting and finishing at the Midway Plaisance in Hyde Park, the Boulevard Lakefront Tour brought together more than 2,200 cyclists in a non-competitive tour of Chicago's boulevards, parks, neighborhoods, lakefront and downtown. Participants chose from three routes: the 15-mile South Side Ramble, the 35-mile Boulevard Tour and the 62-mile Ultimate Neighborhood Ride. The 62-mile Ultimate Neighborhood Ride was made possible through the support of the Chicago Cycling Club, who provided route planning and volunteers. Following the ride, participants celebrated their accomplishments at the post-ride festival. Festival activities included a picnic, music and exhibitors.

Why sponsor the Boulevard Lakefront Tour?

The Boulevard Lakefront Tour is a fundraiser for the Chicagoland Bicycle Federation, a member-based, 501(c)(3) non-profit organization, which has worked since 1985 to improve the bicycling environment and thereby the quality of life in our region. With more than 5,000 members, the Chicagoland Bicycle Federation works toward its mission by promoting bicycling safety, education and facilities including bike lanes, trails, parking and safe intersections.

By partnering with the Boulevard Lakefront Tour, you can expect a return on investment much greater than event exposure. You are linking your company name to an organization that works to make the Chicagoland a better place to live, work and play. Forty percent of the Chicagoland Bicycle Federation's revenue is raised through events. Your partnership helps ensure that the maximum amount of registration fees is invested back into the community through our programs. For a complete listing of the programs we support, please visit www.biketraffic.org.

Boulevard Lakefront Tour – Presenting Sponsorship \$10,000

Deadline July 31

Collateral materials:

- Logo/link on Boulevard Lakefront Tour website (approximately 7,000 page visits in 9/07)
- Logo included on e-mail blasts (approx. four e-mails/33,000 per e-mail)
- Recognized as presenting sponsor in all news releases
- Priority logo placement included on the front of T-shirt (2,500)
- Logo included on CTA car card campaign (400-600 cards)
- Priority logo placement on event brochure (qty 10,000)
- Priority logo placement on event postcards (qty 10,000)
- Priority logo placement on ride guide (qty 3,000)
- Priority logo placement on rider sheets (qty 2,500)

On-site exposure

- Boulevard Lakefront Tour festival space 20-foot x 20-foot booth, four six-ft tables and 20 chairs
- Opportunity to provide four banners for the festival
- Inclusion and identification as the presenting sponsor in event announcements
- Ten complimentary entries into event

Boulevard Lakefront Tour – Official Sponsorship \$5,000

Deadline July 31

Collateral materials:

- Logo/link on Boulevard Lakefront Tour website (approximately 7,000 page visits in 9/07)
- Logo included on e-mail blasts (approx. 33,000 per e-mail)
- Logo included in ride guide (qty 2,500)
- Logo included on back of t-shirt (qty 2,500)
- Logo included in event brochure (qty 10,000)

On-site exposure:

- Boulevard Lakefront Tour festival space 10-foot x 10-foot tent, one six-foot table and two chairs
- Opportunity to provide two banners for the festival area
- Inclusion and identification as an official sponsor in event announcements
- 5 complimentary entries into event

Boulevard Lakefront Tour – Major Sponsorship \$2,500

Deadline July 31

Collateral materials:

- Logo/link on Boulevard Lakefront Tour website (approximately 7,000 page visits in 9/07)
- Logo included in ride guide (qty 2,500)
- Logo included on back of t-shirt (qty 2,500)

On-site exposure:

- Boulevard Lakefront Tour festival space 10-foot x 10-foot tent, one six-foot table and two chairs
- Opportunity to provide one banner for the festival area
- 3 complimentary entries into event

Boulevard Lakefront Tour – Festival Sponsorship \$1,000

Deadline August 15

Collateral materials:

- Logo/link on Boulevard Lakefront Tour website (approximately 7,000 page visits in 9/07)

On-site exposure:

- Boulevard Lakefront Tour festival space 10-foot x 10-foot tent, one six-foot table and two chairs
- Opportunity to provide one banner for the festival area

Boulevard Lakefront Tour – Exhibitor \$400

Deadline September 1

- Boulevard Lakefront Tour festival space 10-foot x 10-foot tent, one six-foot table and two chairs

*If able to bring own tent space is \$300.