



Maine Bike Rally 2012



Dear Community Partner:

Each year for the past 23 years the Maine Bike Rally has brought riders from across the United States and parts of Canada together for a weekend of bicycle riding, camaraderie and the Maine experience. The 24th Maine Bike Rally will gather at the Biddeford Middle School on July 6–8, 2012 with an anticipated attendance of 200-300 riders. This is the first year of two years in the Biddeford area.

We invite you to join with us in bringing this event to Biddeford, Maine. The Maine Bike Rally Organization with your support and the help of the Bicycle Coalition of Maine, the Casco Bay Bicycle Club, Merrymeeting Wheelers Bicycle Club, and volunteers from the Biddeford area will produce a unique opportunity that promotes bicycling awareness, safety education, and bicycle tourism in Maine. This is a great marketing opportunity to reach our cyclists and get your message out. Sponsorship can be a mix of financial, in-kind, and or as volunteers.

Our attendees span the age spectrum from toddlers to seniors with the average age being 53 years old. They are generally environmentally and socially conscious; enjoy the outdoors, health and fitness, exceptional food, and comfortable lodging. Over one third of our cyclists come from out of state and they are spreading the word. Generally bicyclists have a high average discretionary income and outnumber skiers, golfers and tennis players combined. There are more than 16.5 million bicyclists in the Northeastern U.S. alone.

We are ready, willing and able to make this event happen. With your help we can grow this event to something really spectacular and bring an economic benefit to the area. The real question is "What statement do you want to make about your business or organization to our very desirable audience and your community?" So, what do you say, will you be one of our sponsors?

Thank you for your time and consideration in support of cycling and your community. Enclosed in this packet is a return form for your sponsorship. We will be in touch with you by phone in a couple weeks to follow up and answer any questions you may have.

Sincerely,

Kirk Kennedy
President, Maine Bike Rally Organization
Maine Bike Rally Organization
P.O. Box 533
Brunswick, ME
207.729.1516
k2@a-kb.com

Ken O'Brien
2012 Maine Bike Rally Chairman
Maine Bike Rally Organization
P.O. Box 533
Brunswick, ME
207.415.0364
kob22225@mac.com



2012 Sponsorship Levels



Frame Sponsors

Titanium Sponsor: \$2,000

- Dominant position in all Maine Bike Rally promotional materials, public relation campaigns and on-site signage.
- Name and logo on T-shirts, Posters, Website, Press Releases and Save the Date Bookmark for the following year's rally.
- Full-page ad in the Maine Bike Rally program, a promotional booth space at the registration area, and prominent display areas for your business's banner.

Carbon Fiber Sponsor: \$1,000

- Name and logo on T-shirts, Posters, Website and Press Releases.
- Half-page ad in the Maine Bike Rally program, a promotional booth space at the registration area, and the ability to display your banner.

For an additional \$250 your logo can be placed on our Save the Date Bookmark for the following year's rally.

Chromoly Sponsor: \$500

- Chromoly Sponsors receive a listing of their name and logo on Rally Posters and Website.
- This sponsorship level also includes a quarter-page ad in the Maine Bike Rally program and the ability to display your banner.

Alloy Sponsor: \$250

- Alloy Sponsors receive a listing of their name and logo on Rally Posters, and Website.
- This sponsorship level also includes a business card advertisement in the Maine Bike Rally program and the ability to display your banner.

Component Sponsors

Wheel Sponsor: \$150

- Wheel Sponsors receive a listing of their name or a business card on a ride map as well as a listing in the rally program booklet and on the Website. Plus, maps will remain available on the web for many years beyond the Rally.
- This sponsorship level also includes the ability to display your banner.

Chain Sponsor (Community Showcase): \$50

- Chain Sponsors are a showcase directory in the rally program and on the Website.
- Name listing with street or web address and phone number.

Pedal Sponsor: \$35

- Name listing in the rally program and on the web.



2012 Sponsorship Reply



Yes, my business would like to become a 2012 Maine Bike Rally Sponsor!

Business Name _____

Contact Person & Title _____

Address _____

Phone _____

E-mail address _____

Website _____

Sponsorship Level _____

Enclosed is our: Check/Pledge to Sponsor (Please invoice us in the spring.)

(Circle One)

Next Steps:

Please make your check payable to the Maine Bike Rally Organization and mail to: Maine Bike Rally Organization
P.O. Box 533
Brunswick, ME 04011

Please email your business or organization's logo in electronic format to ads@mainebikerally.org. Your logo will be used on brochures, posters, on the website www.mainebikerally.org, etc and needs to be supplied quickly for maximum benefit. **Digital Ad copy for the program book is required by June 1.** (Acceptable formats: TIF, GIF, JPG, PSD or PDF high res)

If we have your logo from last year we can continue to use that file unless you want us to change it.

If you have any questions please contact Kirk Kennedy at k2@a-kb.com or 207.729.1516



Rally Sponsor Advertisement Sizes Rally Program Booklet



Rally Program Booklet is a 5.5x8.5 inch booklet issued to rally participants.

“Titanium Sponsor”

FULL PAGE

4.5" wide x 7.5" high

“Carbon Fiber Sponsor”

HALF PAGE

4.5" wide x 3.5" high

“Chromoly Sponsor”

QUARTER PAGE

4.5" wide x 1.75" high

OR

2.25" wide x 3.5" high

“Alloy Sponsor”

BUSINESS CARD

3.5" wide x 2.0" high

OR

2.0" wide x 3.5" high

“Wheel Sponsor”

Name listing in Rally
Program Booklet and
Business Card on a
Ride Map

Map available on the web
for many years beyond the
Rally

“Chain Sponsor”

Three lines of a directory
listing in the Rally Program
Booklet and on the web

“Pedal Sponsor”

Name listing in
Rally Program Booklet
and on the web

