



**LONG BEACH**  
**BIKE FESTIVAL**

May 13-14, 2011

[www.downtownlongbeach.org](http://www.downtownlongbeach.org)



DOWNTOWN  
**LONG BEACH**  
ASSOCIATES

Benefiting   
**Miller Children's Hospital  
Long Beach**  
**Jonathan Jaques  
Children's Cancer Center**  
MEMORIALCARE HEALTH SYSTEM



The **3<sup>rd</sup> Annual** Long Beach Bicycle Festival will include three days of exciting festival activities and a charity ride benefiting Miller Children's Hospital Long Beach.

Produced by the DLBA, in conjunction with Long Beach's own Bicycle Ambassador, Tony Cruz, activities will include a kick-off concert, a Finish Line Festival with family-friendly activities and the Tour of Long Beach.

More than 2,000 Tour participants and 7,500 spectators are expected to attend this exciting event with **75% of those in the 21-54 age demographic**. Bike safety and education will also be a primary focus, as we strive to make Long Beach **the most bicycle friendly city in the United States**.



## The 3rd Annual Long Beach Bicycle Festival will encompass three days full of events including:

- Kick-Off Festival
- Finish Line Festival
- Kids Bike Races, Safety Courses, Activity Areas
- Tour of Long Beach, benefiting Miller Children's Hospital

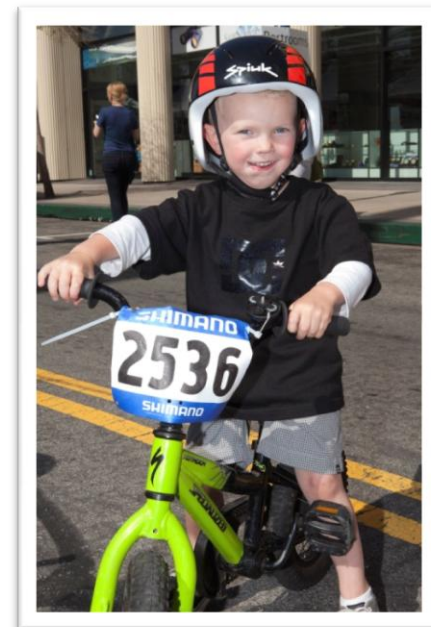


### Event Statistics:

- Event Attendance: 7,500
- Target Age: 21-54
- Advertising/Promotional Campaign Value: \$75,000

### Promotional Opportunities:

- Presenting Sponsorship
- Tour Naming Rights
- Festival Naming Rights
- Stage Naming Rights
- Booth Opportunities
- Logo Inclusion



# Presenting Sponsorship - \$25,000



- Event Naming Rights
- Product Exclusivity
- Name/Logo Inclusion Promo Materials and Tour Medals
- Newsletter Inclusion
- Stage Announcements (15)
- Banner Placement (15)
- Vendor Booths (2)
- VIP Hospitality Area (10)
- VIP Parking (3)
- VIP Bike Valet (10)
- Tour Entry (1)
- Collateral Insert



# Champion Sponsorship - \$15,000



- Finish Line Festival Naming Rights
- Name/Logo Inclusion
- Product Exclusivity
- Newsletter Inclusion
- Stage Announcements (12)
- Banner Placement (10)
- Vendor Booths (2)
- VIP Hospitality Area (8)
- VIP Parking (3)
- VIP Bike Valet (8)
- Tour Entry (1)
- Collateral Insert (1)



# Partner Sponsorship - \$10,000



- Kick-Off Festival Naming Rights
- Name/Logo Inclusion
- Product Exclusivity
- Newsletter Inclusion
- Stage Announcements (10)
- Banner Placement (8)
- Vendor Booths (2)
- VIP Hospitality Area (5)
- VIP Parking (3)
- VIP Bike Valet (5)
- Tour Entry
- Collateral Insert



# SAG Station Sponsorship - \$10,000\*

- Water Station Host
- Product Exclusivity
- Name/Logo Inclusion
- Newsletter Inclusion
- Stage Announcements
- Banner Placement
- Vendor Booths
- VIP Hospitality Area
- VIP Parking
- VIP Bike Valet
- Tour Entry
- Collateral Insert



**\*Exclusive Tour of Long Beach Sponsorship:  
100% of proceeds benefit Miller Children's Hospital  
Long Beach**



# Associate Sponsorship - \$7,500



- Children's Area Naming Rights
- Name/Logo Inclusion
- Product Exclusivity
- Stage Announcements (7)
- Banner Placement (7)
- Vendor Booth (1)
- VIP Hospitality Area (2)
- VIP Parking (2)
- VIP Bike Valet (2)
- Tour Entry (1)
- Collateral Insert



# Community Sponsorship - \$5,000



- Event Naming Rights
- Name/Logo Inclusion
- Product Exclusivity
- Stage Announcements (6)
- Banner Placement (5)
- Vendor Booths (1)
- VIP Hospitality Area (2)
- VIP Parking (2)
- VIP Bike Valet (2)
- Tour Entry (1)
- Collateral Insert



# Family Ride Sponsorship - \$5,000\*

- Family Ride Naming Rights
- Name/Logo Inclusion
- Stage Announcements
- Banner Placement
- Collateral Insert

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# Supporter Sponsorship - \$2,500

- Name/Logo Inclusion
- Stage Announcements (4)
- Banner Placement (4)
- Collateral Insert



## *Downtown Long Beach Area Demographics*

- **6<sup>th</sup> Largest City in California**
- **491,464: Population**
- **31: Average Resident Age**
- **43,100: Jobs in Downtown**
- **\$2.3 Billion: Combined Annual Earnings of Downtown Employees**
- **16,000+: Number of Households in Downtown**
- **\$98,181: Average Household Income**
- **5.5 Million: Number of Visitors Annually**



From the kids at your local hospital  
Thank you for your consideration!

  
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