



Breakaway Sponsor
\$30,000 plus VIK

Sprinter Sponsor
\$20,000 plus VIK

Spinner Sponsor
\$10,000 plus VIK

Pace Line Sponsor
\$5,000 plus VIK

Cruiser Sponsor Level
\$2,500 plus VIK

*VIK: Value in Kind (services and/or products)

EVENT SPONSORSHIP OVERVIEW

The inaugural H-E-B Bike Fest Texas will take place on Sunday, September 13, 2015. This exciting new bicycle tour will bring recreational cyclists together from across Texas to celebrate health and wellness on rides of varying distances through the heart of the scenic Texas Hill Country. H-E-B is the title sponsor of the inaugural Bike Fest Texas in commemoration of their 110th Anniversary of serving Texas. Net proceeds from the Bike Fest will benefit the Juvenile Diabetes Research Foundation (JDRF). We are anticipating close to 1,000 riders this inaugural year!

The rides will all begin and end in beautiful Boerne, Texas, just a short drive from downtown San Antonio up IH-10 West. The event will feature four different route distances to provide a varied selection for riders of all levels including: 100 Miles, 110 Kilometers (66 miles), 42 miles and 20 miles. Start and finish of the event is projected to be from Boerne – Boerne High School area with lots of food, refreshments, live music and activities at the finish line to allow riders and friends and family out to support them enjoy their accomplishments, having taken on the Texas Hill Country. And it's all for a great cause!

We hope you will consider joining our sponsor team and become an integral part of this great new event that encourages and celebrates active lifestyles and promotes a healthier tomorrow. There are several sponsorship levels available to choose from. Please know that we will work to tailor your sponsorship package to help match your marketing objectives and goals as they tie into the H-E-B Bike Fest Texas event.

www.BikeFestTexas.com

Sunday, September 13, 2015 | Boerne High School, Boerne Texas

For additional sponsorship information on the 2015 H-E-B Bike Fest Texas contact:
Shannon Nisbet with JDRF at (210) 822-5336 or Clayton Miller with H-E-B at: (210) 364-3900



8700 Crownhill Blvd. • Suite 803 • San Antonio, TX 78209 • 210.822.5336 • www.sctx.jdrf.org



\$30,000 Breakaway Sponsor – One Available

- Event name would become the “H-E-B Bike Fest Texas presented by YOUR Company”
- Provided category exclusivity within your product and/or service category
- Right to use of the Bike Fest Texas logo as the exclusive ‘Official Presenting Sponsor’
- Company name/logo included on various forms of event marketing and promotional materials including related print (fliers, posters, ads, etc.), event website and social media marketing efforts
- Name included in the ‘presenting’ position on all overhead start and finish banners
- Name/logo included in the ‘presenting’ position on start, finish and course scaffold vertical structure banner placements
- Provided opportunity to provide up to eighteen (18) 3’ x 8’ company banners for prominent placement in and around the start /finish line area and event staging and post-event activities area on event security fence lines
- Name/logo placement on all rider participant T-shirt fronts in the ‘Presenting’ position. H-E-B is the only other sponsor logo on the shirt front
- Name/logo placement on all volunteer Support Team T-shirt fronts in the ‘Presenting’ position. H-E-B is the only other sponsor logo on the shirt front
- Name/logo placement on all rider participant T-shirt backs in the ‘Presenting’ position with up to no more than six to seven additional sponsors (plus H-E-B)
- Name/logo placement on all volunteer Support Team T-shirt backs in the ‘Presenting’ position with up to no more than six to seven additional sponsors (plus H-E-B)
- Company name/logo included in various e-mail and social media campaigns
- Thirty (30) complimentary entries for the Bike Fest Texas
- Inclusion of no less than four (4) company related marketing pieces or products in all event participant and volunteer goody bags.
- Provided opportunity to host/sponsor/staff up to three (3) Rest Stations along the bike route(s)
- Opportunity to erect one (1), up to 20’ x 20’ tent or ‘footprint’ space for combination of booths, tents, tables, etc. in the start/finish/post-event area
- Provided a reserved 20’ x 20’ space for a company team post-event gathering area. Company pop-up tent/s or similar shade may be erected
- Opportunity to provide up to one 10’x10’ pop-up tent for marketing and promotional purposes at the event’s primary packet pick-up on Saturday, 9/12/15
- Opportunity to have company official be part of the “Official” welcome program at the start of each Bike Fest Texas event
- Provided a minimum of seven (7) company specific ‘ad spots’ / announcement slots as related to sponsorship of the event, to be read by event announcer/s during the event.
- Company name mentions throughout event day sponsor announcements as the event’s Presenting sponsor
- Company name mentioned on event sponsoring radio and TV stations
- Right of First Refusal to renew Presenting sponsorship at a ‘category exclusive’ level for the 2016 Bike Fest Texas
- The potential for additional rights and exposure as they may become available and/or determined upon finalization of this agreement



\$20,000 Sprinter Sponsor – Up to 3 Available

- Provided category exclusivity within your product and/or service category
- Right to use of the Bike Fest Texas logo as an 'Official Major Sponsor'
- Company name/logo included on various forms of event marketing and promotional materials including related print (fliers, posters, ads, etc.), event website and social media marketing efforts
- Name/logo included on the start, finish and course scaffold vertical structure banner placements
- Provided opportunity to provide up to Twelve (12) 3' x 8' company banners for prominent placement in and around the start /finish line area and event staging and post-event activities area on event security fence lines
- Name/logo placement on all rider participant T-shirt backs with up to no more than six to seven additional sponsors (plus H-E-B)
- Name/logo placement on all volunteer Support Team T-shirt backs with up to no more than six to seven additional sponsors (plus H-E-B)
- Company name/logo included in various e-mail and social media campaigns
- Twenty (20) complimentary entries for the BFT
- Inclusion of no less than four (4) company related marketing pieces or products in all event participant and volunteer goodie bags
- Provided opportunity to host/sponsor/staff one (1) Rest Station along the bike route/s.
- Opportunity to erect one (1), up to 15' x 15' tent or 'footprint' space for combination of booths, tents, tables, etc. in the start/finish/post-event area
- Provided a reserved 15' x 15' space for a company team post-event gathering area. Company pop-up tent/s or similar shade may be erected
- Opportunity to provide up to one 10'x10' pop-up tent for marketing and promotional purposes at the event's primary packet pick-up on Saturday, 9/12/15.
- Provided a minimum of four (4) company specific 'ad spots' / announcement slots as related to sponsorship of the event, to be read by event announcer/s during the event
- Company name mentions throughout event day sponsor announcements as a Major sponsor of the event
- Company name mentioned on event sponsoring radio and TV stations on a rotational basis
- Right of First Refusal to renew sponsorship, at a 'category exclusive' level for the 2016 BFT
- The potential for additional rights and exposure as they may become available and/or determined upon finalization of this agreement



\$10,000 Spinner Sponsor – Up to Ten Available

- Right to use of the Bike Fest Texas logo as an ‘Official Supporting Sponsor’
- Company name/logo included on various forms of event marketing and promotional materials including related print (fliers, posters, ads, etc.), event website and social media marketing efforts
- Name/logo included on the start, finish and course scaffold vertical structure banner placements
- Provided opportunity to provide up to Eight (8) 3’ x 8’ company banners for prominent placement in and around the start /finish line area and event staging and post-event activities area on event security fence lines
- Company name/logo included in various e-mail and social media campaigns.
- Fifteen (15) complimentary entries for the BFT
- Inclusion of no less than three (3) company related marketing pieces or products in all event participant and volunteer goodie bags
- Provided opportunity to host/sponsor/staff one (1) Rest Station along the bike route/s, based upon availability
- Opportunity to erect one (1), up to 10’ x 10’ tent or ‘footprint’ space for combination of booths, tents, tables, etc. in the start/finish/post-event area
- Provided a reserved 15’ x 15’ space for a company team post-event gathering area. Company pop-up tent/s or similar shade may be erected
- Opportunity to provide up to one 10’x10’ pop-up tent for marketing and promotional purposes at the event’s primary packet pick-up on Saturday, 9/12/15
- Provided a minimum of three (3) company specific ‘ad spots’ / announcement slots as related to sponsorship of the event, to be read by event announcer/s during the event
- Company name mentions throughout event day sponsor announcements as a Supporting sponsor of the event
- Company name mentioned on event sponsoring radio and TV stations on a rotational basis
- The potential for additional rights and exposure as they may become available and/or determined upon finalization of this agreement
- Right of First Refusal to renew sponsorship, at a ‘category exclusive’ level for the 2016 BFT



\$5,000 Pace Line Sponsor

- Right to use of the Bike Fest Texas logo as an 'Official Associate Supporting Sponsor'
- Company name/logo included on various forms of event marketing and promotional materials including related print (fliers, posters, ads, etc.), event website and social media marketing efforts
- Name/logo included on the start, finish and course scaffold vertical structure banner placements
- Provided opportunity to provide up to Six (6) 3' x 8' company banners for prominent placement in and around the start /finish line area and event staging and post-event activities area on event security fence lines
- Company name/logo included in various e-mail and social media campaigns
- Ten (10) complimentary entries for the BFT
- Inclusion of no less than two (2) company related marketing pieces or products in all event participant and volunteer goodie bags
- Provided opportunity to host/sponsor/staff one (1) Rest Station along the bike route/s, based upon availability
- Opportunity to erect one (1), up to 10' x 10' tent or 'footprint' space for combination of booths, tents, tables, etc. in the start/finish/post-event area
- Provided a reserved 10' x 10' space for a company team post-event gathering area. Company pop-up tent/s or similar shade may be erected
- Opportunity to provide up to one 10'x10' pop-up tent for marketing and promotional purposes at the event's primary packet pick-up on Saturday, 9/12/15
- Provided a minimum of two (2) company specific 'ad spots' / announcement slots as related to sponsorship of the event, to be read by event announcer/s during the event
- Company name mentions throughout event day sponsor announcements as an Associate Supporting sponsor of the event
- Company name mentioned on event sponsoring radio and TV stations on a rotational basis
- The potential for additional rights and exposure as they may become available and/or determined upon finalization of this agreement
- First Right of First Refusal to renew sponsorship for the 2016 BFT which includes opportunity to move into a category exclusive sponsorship level if the category is available



\$2,500 Cruiser Sponsor

- Right to use of the Bike Fest Texas logo as an 'Official Sponsor'
- Company name/logo included on various forms of event marketing and promotional materials including related print (fliers, posters, ads, etc.), event website and social media marketing efforts
- Name/logo included on the start, finish and course scaffold vertical structure banner placements
- Provided opportunity to provide up to Six (6) 3' x 8' company banners for prominent placement in and around the start /finish line area and event staging and post-event activities area on event security fence lines
- Company name/logo included in various e-mail and social media campaigns.
- Five (5) complimentary entries for the BFT
- Inclusion of no less than one (1) company related marketing pieces or products in all event participant and volunteer goodie bags
- Opportunity to erect one (1), up to 10' x 10' tent or 'footprint' space for combination of booths, tents, tables, etc. in the start/finish/post-event area
- Provided a reserved 10' x 10' space for a company team post-event gathering area. Company pop-up tent/s or similar shade may be erected
- Provided a minimum of one (1) company specific 'ad spots' / announcement slots as related to sponsorship of the event, to be read by event announcer/s during the event
- Company name mentions throughout event day sponsor announcements as an Associate Supporting sponsor of the event
- Company name mentioned on event sponsoring radio and TV stations on a rotational basis
- Provided a 10% discount to company employees participating in the event.
- The potential for additional rights and exposure as they may become available and/or determined upon finalization of this agreement
- First Right of First Refusal to renew sponsorship for the 2016 BFT which includes opportunity to move into a category exclusive sponsorship level if the category is available

Bike Fest Texas Sponsorship Agreement

Contact Name _____

Company Name _____
(as you would like it to appear in print)

Address _____

City/State/Zip Code _____

Phone _____ Email _____

Authorizing Signature _____

Level of Sponsorship

- | | |
|--|---|
| <input type="checkbox"/> Breakaway Sponsor: \$30,000 (1) | <input type="checkbox"/> Sprinter Sponsor: \$20,000 (3) |
| <input type="checkbox"/> Spinner Sponsor: \$10,000 (10) | <input type="checkbox"/> Pace Line Sponsor: \$5,000 |
| <input type="checkbox"/> Cruiser Sponsor: \$2,500 | |

Payment Method

- | | | |
|--|--|---|
| <input type="checkbox"/> Check enclosed (payable to: JDRF) | <input type="checkbox"/> Please invoice me | <input type="checkbox"/> Call to process credit card
(Loran at 210-822-5336) |
|--|--|---|

Commitment & Payment Deadline

Sponsorship agreement and company logo must be in before **September 1, 2015** to receive all amenity benefits. Full payment MUST be received by **November 13, 2015**.

Submit Sponsorship Agreement and Payment

Kristina Cardenas
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