

2024 SPONSORSHIP PACKET

20TH ANNUAL BIKE RIDE TO SUPPORT THE MINERAL WELLS ROTARY CLUB

2024 BIKE RIDE GOAL

Raise \$15,000+ for the Mineral Wells Rotary Club while keeping operational expenses to 25% or less.

RIDE MISSION

Provide a challenging, fun, and safe bike event with proceeds to benefit the Mineral Wells Rotary Club.

ABOUT THE RIDE -- OCTOBER 19, 2024

This scenic bike ride starts at the West City Party in Mineral Wells, Texas. The 'leg-pumping' ride traverses the challenging hills along the historic countryside where the cattle drive started out on the Goodnight-Loving Trail. This is one of the most scenic and challenging rides in Texas with five routes: 100-65-50-37-22 miles. Some routes feature the renown Cherry Pie Hill and The Three Amigos hills. Riders can see Possum Kingdom Lake, Lake Palo Pinto or the Brazos River - or all three.



WHAT IS PROVIDED TO THE RIDERS:

- Pre-marked ride routes and digital route maps available on our website & registration
- SAG support vehicles on the ride, all carry extra water and can pick up riders
- 5 rest stops providing snacks, water, electrolyte drinks, portable restrooms
- Bike washing (subject to current water restrictions)





ROTARY CRAZY KICKER

SPONSORSHIP PARTICIPATION

An in-kind donation of goods or services listed in the operational budget will help our Mineral Wells Rotary Club meet its fundraising goal. Direct contributions are also encouraged.

SPONSORSHIP EXPOSURE OPPORTUNITIES

There are several planned ways to maximize the exposure of our sponsor's name or image based on level of sponsorship selected.

EMAIL AND FACEBOOK

At two weeks and at one week prior to the ride date, we send email messages to all registered riders to provide important ride information. To encourage donation collection, we list our sponsors and any raffle prizes that have been donated. This also provides an excellent opportunity to promote your businesses services. e.g.: coupons for pre-ride tune ups, discounts at local restaurants. We also maintain a Facebook page (with 860-plus followers) providing updated information and sponsor links.

EVENT WEBSITE

Up-to-date ride information is posted on our website www.rotarycrazykicker.com. The registration form and the website provide another opportunity for sponsor exposure.

EVENT START SITE

The event start site will be an informal area where support personnel, participants, friends and families congregate before the ride for registration, and specific announcements. Sponsor banners will be placed in this area if provided prior to event*. Sponsor participation will be mentioned at this time.

REST STOPS

Rest stops #1 and #2 are the main stops where food and replenishment are provided. Banners are encouraged in these areas.

EVENT SHIRT

The Crazy Kicker event shirt will have original graphic art depicting the event as well as space for contributing sponsors.

Note: To be displayed, all signage including banners must be provided to event coordinator by October 5th, prior to the event.

940-274-6052



mwrotaryclub@gmail.com



www.rotarycrazykicker.com



20TH

ROTARY CRAZY KICKER

WE HAVE SEVERAL LEVELS OF OUR AWESOME SPONSORSHIP OPPORTUNITIES. YOUR SUPPORT HELPS US COVER THE COST OF THE RIDE AND HELPS US GENERATE RIDER DONATIONS:

\$1000

PLATINUM (EXCLUSIVE)

- Title sponsor on all event advertising
- Major company logo on event shirts, banners & website with link to your website
- Four complimentary ride registrations
- Primary placement of your banners at event location
- Plus benefits listed in Bronze Sponsorship

\$750

GOLD

- Major company logo on event shirts, banner & on website with link to your website
- Two complimentary ride registrations
- Placement of your banners at event location
- Plus benefits listed in Bronze Sponsorship

\$500

SILVER

- One complimentary ride registration
- Plus benefits listed in Bronze Sponsorship

\$250

BRONZE

- Company logo on event shirts, banner & on website with link to your website
- Display promotional items in registration bag as well as at the start & finish lines

\$100

COMMUNITY SPONSOR

- Company logo on event shirts
- Product Sponsor can display promotional items in registration bag as well as at the start & finish lines

**OCTOBER 19, 2024
WEST CITY PARK
MINERAL WELLS, TX**



940-274-6052



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DEADLINE FOR SIGNAGE IS OCTOBER 5, 2024

SIGNATURE: _____

DATE: _____

COMPANY: _____

SPONSORSHIP SELECTED: _____

PHONE: _____

CONTACT PERSON: _____

EMAIL: _____

**RETURN COMMITMENT &
PAYMENT TO:**



Mineral Wells Rotary Club
PO BOX 1151
Mineral Wells, TX 76068