

# INNER CITY CYCLING CONNECTION, INC.

A 501 C(3) NON-PROFIT ORGANIZATION

*"Riding for Health, Justice, and Equality"*



Inner City Cycling Connection



## **THE MARTIN LUTHER KING JR COMMUNITY BICYCLE RIDE AND BIKE FESTIVAL/HEALTH FAIR EXPO**

Presented By

Don Harris, President (IC3)

Website: [www.innercitycycling.org](http://www.innercitycycling.org)

*Honoring Dr. Martin Luther King Jr  
Community Bicycle Riding Day*

*Bike Riding To Bring The Community Together*



# Proposal Contents

- Inner City Cycling Connection, Inc. Bicycle Riding And Festival Details
- The Day Schedule Of Events
- Vendor Booth Layout
- Routing Map Of Bicycle Riding (In The City of LA)
- Sponsorship Opportunities
- Booth Information
- Contacts

# Bicycle Riding Proposal Particulars

- Date: TBD
- Event Information
  - Rolling street closure (See page 6 for riding route)
  - Fixie bike ride starts at 8:00am
  - Family bike ride starts at 9:00am
  - Bike ride starts in the parking lot of Carl Jr. (Corner of Vermont and King Blvd.)
  - Festival starts in Leimert Park at 11am
- Leimert Park Festival
  - Vendor booth setup will be between 7am to 10am
  - Vendor booth application and associated fees can be found at [www.innercitycycling.org](http://www.innercitycycling.org)
- Event Purpose
  - Celebrating the life of MLK Jr. and honoring the contributions he made to our community
  - Exposing our community to cycling, its rewards, and health benefits

# The Day's Program

- 12:00pm to 3:00pm
  - BMX bike safety
  - Bike workshops
  - Health and fitness workshops
- 1:00pm to 6:00pm
  - Acknowledgements,  
Entertainment, Music, Concert





Inner City Cycling Connection

**COURSE MAP**

**DATE: TBD**

# THE MARTIN LUTHER KING JR

COMMUNITY BIKE RIDE

AND

BIKE FESTIVAL/HEALTH FAIR EXPO

Website: [www.innercitycycling.org](http://www.innercitycycling.org)



# Sponsorship Opportunities

## **VENDING SPONSOR - \$1,000**

- Booth (10 x 10 space, tent, table, chairs & signage)
- Co-Sponsor of Professional Ride
- Pre- and Post-Event Media Recognition
- Pre-Event Banner Promotion Recognition
- START/FINISH Banner Logo Recognition
- Website banner link - 1x8 rotating
- Logo on print advertisements
- Onsite Demo Space Access

## **BRONZE SPONSOR - \$2,500**

- Same as VENDING SPONSOR +
- Up to (3) Course Banners posted, provided by your company

## **SILVER SPONSOR - \$5,000**

- Same as VENDING SPONSOR +
- Website Feature 1x1 column Ad Link
- Up to (3) Course Banners posted, provided by your company
- Additional Booth (up to (1) 10 x 10 spaces, tent, table chairs & signage)

# Sponsorship Opportunities (Continue)

## **GOLD SPONSOR - \$10,000**

- Same as VENDING SPONSOR +
- Website Feature 1x2 column Ad Link
- Additional Booths (up to (2) 10 x 10 spaces, tent, table, chairs & signage)
- Up to (5) Course Banners posted, provided by your company

## **PRESENTING SPONSOR - \$25,000**

- Same as VENDING SPONSOR +
- Website Feature 1x2 column Ad Link
- Logo on merchandise
- Additional Booths (up to (3) 10 x 10 spaces, tent, table, chairs & signage)
- Up to (10) posted Course Banners, provided by your company

# Vendor Booth Information

- 10 x10 Tent
  - 1 Table
  - 2 Chairs
- Food Booth
  - \$200
- Arts/Craft and Other Business
  - \$100

# Contact

- Don Harris
  - President and CEO Inner City Cycling Connection, Inc. (A 501(c3) Non-Profit Organization)
  - Phone Number: (310)839-5012
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  - Website: [www.innercitycycling.org](http://www.innercitycycling.org)
- Please visit our websites for detailed information on our organizations, including missions and goals