



P.O. Box 82311
Los Angeles, CA 90082

Inner City Cycling Connection

A 501(c)3 Non-Profit Organization

Website: www.innercitycycling.org

Contacts: Don Harris (323)839-5012 Shane McNeil (424)200-3729

SPONSORSHIP LETTER

09/18/19

Dear Sponsor

Inner City Cycling Connection, Inc. (IC3e), a 501 (C3) non-profit organization, is seeking your sponsorship for a family oriented, Martin Luther King Jr. pre-parade, community bicycle ride, health fair, bicycle expo, and festival on Sunday January 19, 2020 in Los Angeles, California. We are anticipating approximately 30,000 participants and spectators at this event. The bicycle ride and festival will be an excellent opportunity for marketing, promoting, exposing products and services to a large captive audience.

The health fair, bicycle expo, and festival will be after the bicycle ride and will be an Interbike type event at Leimert Park in Los Angeles, California. Considering the Interbike Convention has been cancelled, our race and festival will be an opportunity to still expose your product and service to an audience.

Sponsorship donations and other participation actions are deductibility under the IRS 501 (C3) non-profit exempt status.

We have attached a PowerPoint presentation that contains detail of the entire day. We have also attached our four sponsorship levels. We look forward to hearing from you regarding the beneficial impact your sponsorship and participation will have on your company, our organization, and our community.

Please visit our website at www.innercitycycling.org for more information. Thank you in advance for your support.

Sincerely,

Donald Harris
Founder/President/CEO
Inner City Cycling Connection, Inc.
A 501(C3) Non-Profit Organization
Phone: (323)839-5012



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SPONSORSHIP LEVELS

BRONZE SPONSOR - \$2,500

- A Family Oriented, Martin Luther King Jr. pre-parade, community bicycle ride, health fair, bicycle expo, and festival collectible sponsor listing
- Booth (10 x 10 space, tent, table, chairs & signage)
- Pre- and post-event media recognition
- Pre-event banner promotion recognition
- START/FINISH banner logo at the beginning and end of ride
- Website banner link
- Logo on print advertisements
- Up to (3) course banners posted, provided by your company

SILVER SPONSOR - \$5,000

- A Family Oriented, Martin Luther King Jr. pre-parade, community bicycle ride, health fair, bicycle expo, and festival collectible sponsor listing
- Booth (10 x 10 space, tent, table, chairs & signage)
- Pre- and post-event media recognition
- Pre-event banner promotion recognition
- START/FINISH banner logo at the beginning and end of the bike ride
- Website banner link
- Logo on print advertisements
- 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)

GOLD SPONSOR - \$10,000

- A Family Oriented, Martin Luther King Jr. pre-parade, community bicycle ride, health fair, bicycle expo, and festival collectible sponsor listing
- Booth (10 x 10 space, tent, table, chairs & signage)
- Pre- and post-event media recognition
- Pre-event banner promotion recognition
- START/FINISH Banner logo at the beginning and end of the bike ride



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- Website banner link
- Logo on print advertisements
- Festival Collectible Sponsor Listing Collectible
- 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

- A Family Oriented, Martin Luther King Jr. pre-parade, community bicycle ride, health fair, bicycle expo, and festival collectible sponsor listing
- Booth (10 x 10 space, tent, table, chairs & signage)
- Pre- and post-event media recognition
- Pre-event banner promotion recognition
- START/FINISH banner logo at the beginning and end of the race
- Website banner link
- Logo on print advertisements
- On stage presenter (Title 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