



# 2014 SPONSORSHIP OPPORTUNITIES

Join the City of Henderson on our journey to becoming Southern Nevada's first Bicycle Friendly Community. To help achieve this goal we're hosting a variety of special events and activities, including high profile bicycle-themed events designed to get residents, businesses and nonprofit partners involved in our innovative mix of community unity, bicycle safety and health awareness.

If your organization is ready to broaden its competitive edge, enhance its corporate image and demonstrate a visible commitment to the local community, we invite you to become a vibrant component of Henderson's growing bicycle-friendly initiative. For additional information about our limited sponsorship opportunities, please call (702) 267-2020 or email [Debra.Haskell@cityofhenderson.com](mailto:Debra.Haskell@cityofhenderson.com).

A variety of package options have been designed to optimize your organization's exposure and participation at these signature cycling events. We offer "à la carte" sponsorships that allow you to build a package to match your specific needs at a sponsorship level that's right for you. In-kind sponsorships are welcome.

We would welcome the opportunity to discuss unique ways in which your organization can become instrumental in shaping the biking philosophy of Henderson.

## **Bike Swap & Ride**

**March 29, 2014  
Cornerstone Park**

This is the only event of its kind in the Valley. It's a bicycle (road, mountain, time trial, triathlon, etc.) swap for those wishing to trade or sell gently used bikes, bike parts and spare parts for all ages and sizes. This is a vendor marketplace for new bicycles, parts, and gear such as shoes, clothing and helmets. The event also features expert bike repairs, bicycle recycling, safety course, repair workshop, and demonstrations and presentations about family biking, bike commuting and safe routes to school. Food items are available for purchase. Added to this year's event is a fun ride led by BikingLasVegas.com that begins at and returns to Cornerstone. Audience: 2,500\*

## **Henderson Stroll 'n Roll**

**April 12, 2014 and November 8, 2014  
Green Valley Ranch  
(along Paseo Verde Parkway)**

Get set for a car-free way to bike, walk, skate and play! Henderson's longest street festival returns and features children's activities, entertainment, hands-on demonstrations, cool surprises and food concessions. Our free bike valet service is available. Audience: 7,000 (each event)\*

## **Crazy Spokes**

**October 11, 2014  
Mission Hills Park**

Crazy Spokes features an organized bike ride through portions of the River Mountains Loop Trail, followed by a family festival complete with live entertainment, bounce houses and kids' activities, including a bike parade. Participants are encouraged to get crazy with their spokes and decorate their bicycle for the procession. Audience: 1,000\*



*\*Estimates based on 2013 attendance figures.*

*Place To Call Home. Management reserves all rights.*

# Build Your Own Sponsorship

## 2014 Bike Henderson Sponsorship Agreement

Thank you for your support of the Bike Henderson Initiative. If you are interested in promotional opportunities for more than one event, please make copies of this agreement and use a separate form for each event. Contact us for in-kind sponsorship opportunities.

- Spring Stroll 'n Roll (April 12, 2014)**       **Fall Stroll 'n Roll (November 8, 2014)**

### Build your sponsorship by checking the following sponsor opportunities:

**\$150**

- Linked company/sponsor logo prominently displayed on the cityofhenderson.com and HendersonLive.com pages dedicated to the event and to BikeHenderson.org (Stroll 'n Roll only)

**\$200**

- Sponsor logo placed on the 6'x4' sponsor recognition banner displayed on Main Stage  
*Availability based on production schedule*

**\$250**

- Sponsor flyer, brochure, coupon, or promotional item placed in Swag Bag or on Event Information Table

**\$500**

- Sponsor logo included on event print collateral pieces, e.g., posters, flyers, postcards, door hangers  
*Availability based on production schedule*

**\$1,000**

- 10'x10' booth space (sales are not permitted)      • Additional 10'x10' booth space      \$500
- Includes 1 tent (based on availability), 1 table and 2 chairs      • Additional 10'x10' tent      \$50

**TOTAL SPONSORSHIP: \$** \_\_\_\_\_ **CHECK #** \_\_\_\_\_

Sponsorships may also be paid by credit card or electronically. Please call (702) 267-2020.

COMPANY/ORGANIZATION NAME: \_\_\_\_\_ CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

COMPANY/ORGANIZATION WEBSITE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**Signature of Authorization:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Return completed and signed sponsorship agreement with check made payable to City of Henderson:

City of Henderson, Communications and Council Support  
Attn: Debra L. Haskell  
MSC 135  
PO Box 95050  
Henderson, NV 89009-5050



**Thank you for your sponsorship and support!**

# Build Your Own Sponsorship

## 2014 Bike Henderson Sponsorship Agreement

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**Bike Swap & Ride**

**Crazy Spokes**

### Build your sponsorship by checking the following sponsor opportunities:

**\$75**

- Linked company/sponsor logo prominently displayed on the City of Henderson Web page dedicated to the event

**\$75**

- Name or logo included in event collateral pieces, e.g., posters, flyers, postcards, door hangers  
*Availability based on production schedule*

**\$75**

- Display up to 4 banners (provided by sponsor) at the event (maximum 6'x4')

**\$100**

- Sponsor logo placed on the 6'x4' sponsor recognition banner displayed on Main Stage  
*Availability based on production schedule*

**\$400**

- 10'x10' booth space (sales are not permitted)
- Includes 1 tent (based on availability), 1 table and 2 chairs
- Additional 10'x10' booth space \$150
- Additional 10'x10' tent \$50

**TOTAL SPONSORSHIP: \$** \_\_\_\_\_ **CHECK #** \_\_\_\_\_

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